

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



S A THIRD PARTY LANDSLIDE

...In the Land of Milk and Honey

D WHY NOT! LOOK AT OUR PLATFORM

1. Channel 2 for those extra counties.
2. CBS for the best in Public Service.
3. 400,000 TV homes for greener pastures.

In the Land of Milk and Honey!

WBAY-TV



STATION DRIVE TO OFFSET TV SPOT CARRIERS

Important affiliates proffer seven-point plan which includes longer station breaks

Page 27

Do wholesale figures mislead air clients?

Page 30

Radio sparks fast-growing retail chain

Page 32

Lady execs rule sales roost at Official Films

Page 34

DIGEST ON PAGE 4



NOW AVAILABLE . . .

Radio Impact in the Twin City Market

**A sociological study approved
by the University of Minnesota**

A recently completed survey designed to measure the impact and impression which each radio station and its personalities makes on the Twin Cities population has now been compiled for use by advertisers and advertising agencies.

Under the direction of Dr. Roy Francis, Professor of Sociology, University of Minnesota, this survey meets the highest possible standards of design, procedure, sampling and evaluation that modern research can provide.

Among the results which we (for obvious reasons) find particularly interesting are the following:

Favorite disc-jockey among 15 listed—
Don Doty

Favorite radio sports announcer—
Dick Nesbitt

Favorite radio newscaster—Bob Ryan

Impact is also measured by age, income and educational levels.

Your nearest Edward Petry office or a KSTP representative will be happy to give you further details on obtaining a copy of the survey. Or, you may write Byron E. Anderson, Sales Manager, KSTP Radio, 3415 University Avenue, Minneapolis, Minnesota.

K S T P
RADIO
1500 ON YOUR DIAL
MINNEAPOLIS • ST. PAUL



VITAL...

TO STAND ON SOLID SALES GROUND
IN NORTHWESTERN OHIO AND SOUTH-
ERN MICHIGAN, YOU NEED

WSPD-TV

the station with the new 1000-foot tower
reaching 443,400 homes. This is solid
coverage in the 2-billion-dollar market
which is

TOLEDO

A STORER STATION • Represented by The Katz Agency





it's
people
that
count!

and WSPA-TV can really count 'em throughout the thickly populated Piedmont SUPERmarket from our tower on Paris Mountain, 3 miles from Greenville and 1182 feet above average terrain.

We'd like to count *YOU* among our SUPERmarket advertisers, too.

Call your Hollingberry man for availability.

WSPA-TV
AM-FM-TV
channel 7
CBS in Spartanburg, S. C.
National Representatives
GEORGE P. HOLLINGBERRY CO.



© Vol. 14, No. 42 • 17 OCTOBER 1960

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

The counter-attack on spot carriers
27 Here's the network answer to seven-point proposal by top affiliate operators for easing their selling, made difficult by greater web flexibility

Wholesale shipments: Do they fool air clients?
30 Some stations charge that markets are being bypassed as agencies set lists allocating advertising to wholesale points, not retail sales areas

Radio boosts fast-growing chain
32 Five years ago, with 24 outlets and a \$10 million gross, John's Bargain Stores added radio; current sales of its 144 stores are at \$30 million

Lady execs rule Official Films sales roost
34 Grace Sullivan, director of national sales, and Sherlee Barish, v.p. of syndication sales, hold their own in hard-selling tv film business

Public service tv sponsorship on rise
36 TIO's new study "Interaction" lists 1,038 public affairs programs presented over 264 local stations; 160 in 14 categories were sponsor-backed

Is slow-motion next tv commercials trend?
39 Among brands using technique is Prell, two of whose tv commercials use slow-motion throughout, as visual aspect carries the burden of the sell

'Those two SPONSOR articles were wrong'
40 Bruce R. Bryant, head of CBS TV Spot Sales, takes issue with practices which limit or screen the contacts between air salesmen and timebuyers

Public service swings big sales for chain
41 Star Markets food chain bought into Boston tv news panel show ten years ago, which accounted for sales increase from \$12 to \$70 million

FEATURES

56 Film-Scope	58 Sponsor News
25 49th and Madison	19 Sponsor-Scope
68 News & Idea Wrap-Up	82 Sponsor Speaks
6 Newsmaker of the Week	52 Spot Buys
68 Picture Wrap-Up	82 Ten-Second Spots
46 Radio Results	16 Timebuyers at Work
80 Seller's Viewpoint	78 Tv and Radio Newsmakers
48 Sponsor Asks	55 Washington Week
12 Sponsor Backstage	

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To add "atmosphere" to the sales pitch... RCA Special Effects !



French chef sprite is electronically ...



fitted into a backyard scene

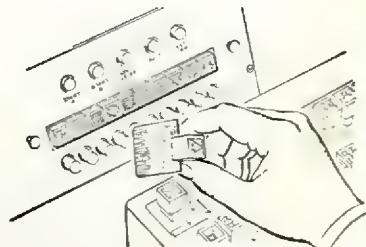
One of a series on
"HOW ADVERTISERS
ARE SOLD"

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. MC-264, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.



RCA Special Effects Panel



The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA



truly
Fine
Music

for san francisco



10,000 Watts
FULL TIME

KQBY
Radio AND FM

National Representatives PETERS, GRIFFIN, WOODWARD, INC.

GORDON BROADCASTING COMPANY

*America's First Family of
Fine Music Stations*

KQBY San Francisco * KSDF San Diego * KBUZ Phoenix

NEWSMAKER of the week

The broadcast industry is experiencing a turning point toward a new life in the new year as Florida Gov. LeRoy Collins takes the post as president of the National Assn. of Broadcasters in Washington. On 4 January, he becomes the 17th president of the all-industry group which paces broadcast's methods and morals. One question being asked by observers: Can a politician cope with tv/radio communications complexities?

The newsmaker: Florida Gov. LeRoy Collins, 51, announced some time ago that he would retire from political life and public office at the close of his gubernatorial term on 1 January of next year. This move backgrounded submission of his name as a possible successor to Harold Fellows shortly after the NAB president died last March. An NAB interim committee of three men as well as a selection committee of eight—all leaders in the radio/tv industry—started moves last spring which were climaxed a week ago (10 October) with the sanction of their choice for this high post for a three-year term. There appeared to be many factors in favor of his selection, few occasioning any doubt as to the direction he'll take.

Gov. Collins has been chosen because of his national prominence as a governor as well as chairman of the Democratic National Convention in Los Angeles this past summer, because he's respected by colleagues as well as adversaries and has made a distinguished record as an administrator, attorney, and politician.

He's worked diligently to expand industrial horizons in Florida and is believed to have a wide understanding of business and industry.

Some observers, however, wonder how a man adept at these undertakings can cope with the unique and mounting problems of broadcasts. NAB's membership numbers more than 2,500 tv and radio stations as well as the networks. How, some ask, can an executive with no precise training in such complex fields as am, fm, and tv—in programing, transmission, operations, advertising, engineering—grasp needs and spearhead industry action as well as reaction? But NAB's basic problems are not technical. It seeks (1) to improve the industry's "image" with government, and the public; (2) to forestall national, state, or local regulation by legislation.

Gov. Collins is expected to spearhead imaginatively and forcefully a task force of NAB pros (some 80 of them), all of whom are specialists in specific broadcast areas. His task will be to set the broad blueprint for action and then to have top professionals—at the NAB and in the industry—implement this plan.



Gov. LeRoy Collins



Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M.



news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

Represented by
Edward Petry & Co., Inc.

WJAR-TV

CHANNEL 10,
PROVIDENCE, R.I.

► For years SPONSOR has been my fount of ideas and facts. It keeps me posted week after week on vital developments in radio and TV spot.

HOPE MARTINEZ, BBDO



Hope Martinez purchases SPOT

for the following BBDO clients:

Lucky Strike Cigarettes, Philco

Corp., Pan American Coffee

Bureau, United Fruit Co.

and B. F. Goodrich Co.

Miss Martinez is one of the "titanic 2000" who finalizes over 95% of all the national SPOT business sold in America. It will better a billion in 1961. To every station owner and station representative the name of Hope Martinez is synonymous with time buying at its best. Needless to say she reads SPONSOR.

TIMEBUYERS at BBDO include not only the men and women who actually buy SPOT but, in a broader sense, the hard core of media supervisors, account executives, researchers and other key personnel who work along with them. 87 of these key personnel at BBDO subscribe to SPONSOR.

Put in another way—95¢ out of every dollar spent in national SPOT will be spent by the men and women who subscribe to SPONSOR. If we're talking figures—these are the only figures that count.

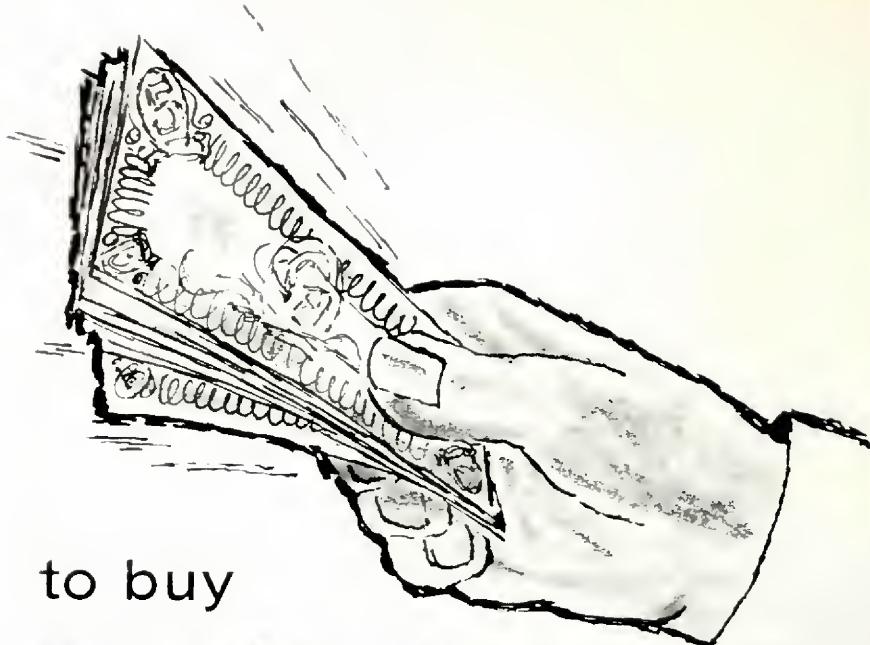
BREAKDOWN OF SUBSCRIBERS AT BBDO

President, Exec. Vice Presidents, Vice Presidents	9
Account Executives and Branch Managers	30
Timebuyers	23
Other media personnel	9
Research, programing, publicity	16
	87

►SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

40 East 49th St. MU 8-2772 New York 17



to buy

PURCHASING POWER IN ROCHESTER NEW YORK **BUY WHEC**

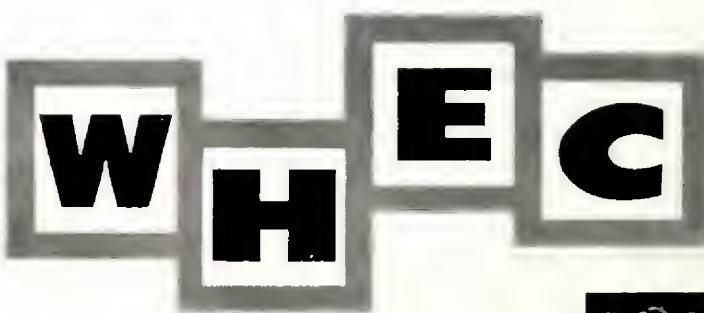
Yes! Buy the Biggest Group of BUYERS!
THE GROUP THAT IS 25 YEARS OLD OR OLDER!

WHEC LISTENERS
AGE 25 or older **90%**

STATION B-82% STATION C-65%

Special PULSE Audience Composition Survey March 1960

Choose a QUALITY station for a QUALITY audience!



BASIC CBS ROCHESTER, N.Y.

REPRESENTATIVES: EVERETT MCKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



SPONSOR

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Spend your time more profitably
in North Carolina where WSJS
television gives you grade A
coverage of more large cities
than any other station

WSJS television
Winston-Salem / Greensboro





IN PHOENIX
& SAN DIEGO

THE
DIALS
HAVE
STOPPED
TWISTING...
THEY STAY
WITH

**KBUZ
& KSDO**

The first word in fine music with high rated audience acceptance. KBUZ, Phoenix and KSDO, San Diego have located the adult audience and keep them listening to your clients' message with full-time fine radio.

KBUZ Phoenix AM and FM
KBUZ San Diego AM
and the all new
KQBY San Francisco AM and FM

THE GORDON BROADCASTING CO.

Sold nationally by
Peter, Griffin, Woodward, Inc.

Sponsor backstage

Was great debate worth prime net time?

The best available estimates were that maybe somewhere between 75 million and 100 million viewers watched and listened to the first great debate between two candidates for the office of President of the United States on all three of the video networks at 9:30 to 10:30 p.m., EDST on the night of Monday, 26 September, 1960. Surveys and interviews with the man in the street the morning after the big argument indicated that, as per usual, there were those who resented the hell out of the fact that *Adventures in Paradise* (not an original, a repeat yet) had to be canceled to permit the two seekers after the most important office on the face of the earth to say their respective pieces on the domestic issues.



There were those, and there always will be no doubt. The inclination of those of us who are willing to forego an exciting dramatic show with a wooden actor in the lead to hear what the men who may decide our destinies and the destinies of our children have to say, is to pooh-pooh the short-sighted nuts who bemoan the loss of such an entertainment interval. But, as I've noted, the *Adventures in Paradise* episode scheduled was a repeat. The titillating fall and winter schedule of entertainment programs had not yet been launched. And let's face it, the first great debate was inexcusably polite and dull, and ducked some issues which screamed to be aired.

Now there are three more chapters of his great debate scheduled: On 7 October Senator Kennedy and Veep Nixon will probably meet in Cleveland; on October 13 there will be a split screen duel with the vice president in Los Angeles and Senator Kennedy in New York; and on 21 October they will argue their respective positions on foreign affairs in the same studio once again.

And I submit that quite possibly the whole future of great debates, in the fullest and truest sense of the words, will be on the line in these next three conversational duels. For all three of them will be bucking the best of the new season. And while the television critics may wail over the continuance of the cowboy shows and the cops and robbers series, these have proved potency over and beyond stale repeats of *Adventures in Paradise*. What they really have that the initial historic great debate lacked entirely was some 100% genuine unashamed, uninhibited emotional wallop.

I am fully aware of the vast need for the two young men who seek to head the nation, and the free nations of the world to display dignity and decorum in impressive quantities. The very fact that each is less than a half-century old makes restraint and the calm and collected statesmanlike approach a must. But my guess is that if

(Please turn to page 14)

dominant?

Lots of
stations claim
to be dominant.

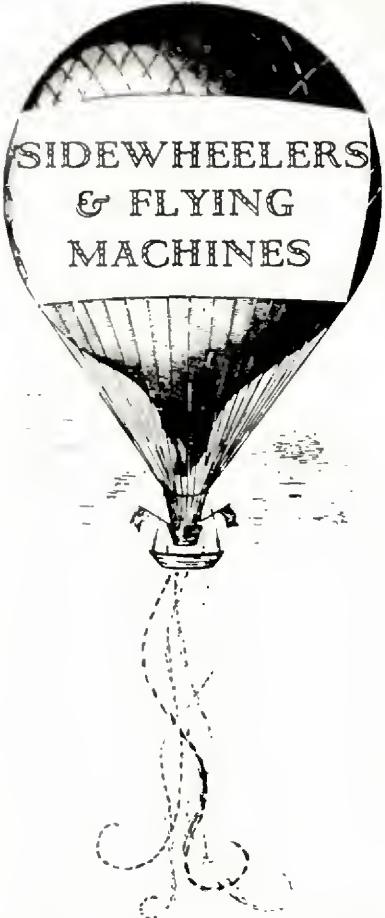
The August Nielsen
Special Four Week
Report proves
WAGA-TV in Atlanta
is DOMINANT!
1st. in Atlanta!

Over-all share of audience
for period ending August 7 39.1
Station B 36.6; Station C 24.3

waga tv 5

THE STORER STATION IN ATLANTA

(NSI Special 4-Week Report August 1960 Metro Area Average Day Part Station Shares M-F 6 am-6 pm Sun-Sat 6 pm-mid.)



Don't be detoured. If you want to move in Metropolitan New York, you need WPAT . . . the station that moves millions throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut. Follow the lead of the world's leading lines. They're in transports over the effectiveness of WPAT . . . where transportation and travel advertising has climbed to a stratospheric 2090% increase in three short years. There's no doubt about it, commercials get there faster on WPAT. And for advertisers, getting there is *all* the fun. Here are only a few of the world travelers who've found out how much faster and how much more fun it can be to get there on WPAT: *Arosa Steamship Lines, Braniff, BOAC, Capital, The French Line, Irish Airlines, K L M, National, Northeast, Northwest, Sabena, SAS, TWA and United.* In the past three years, all of them have advertised on WPAT . . . the station with the air of success.

WPAT
&
WPAT-FM

they maintain this imperturbable Emily Postish attitude through the next three debates, the last one will find only a handful of scholars, historians, and dedicated workers of the Democratic and Republican parties among the viewers.

Decorum to the point of dullness

From a sheer debate standpoint, each left himself wide open, but Mr. Nixon chose not to throw a straight, hard right at Mr. Kennedy's chin, and Mr. Kennedy reacted in kindly kind. It was quite dull, not to say irritating and unconvincing. The rich, young Senator from Massachusetts had been making, and in the big debate before the video nation, chose to continue to make the point that ". . . I'm not satisfied when the United States had last year the lowest rate of economic growth of any major industrialized society in the world, because economic growth means strength and vitality. . . ."

This is such a transparent insult to the intelligence of any voter that you would have felt that Mr. Nixon would have said so with a certain amount of heat and passion. Did he? Not at all. He calmly waited his turn,—and the turn was so far removed in time from the Senator's initial remarks along these lines that the answer lost its impact—and then he pointed out with exquisite politeness that:

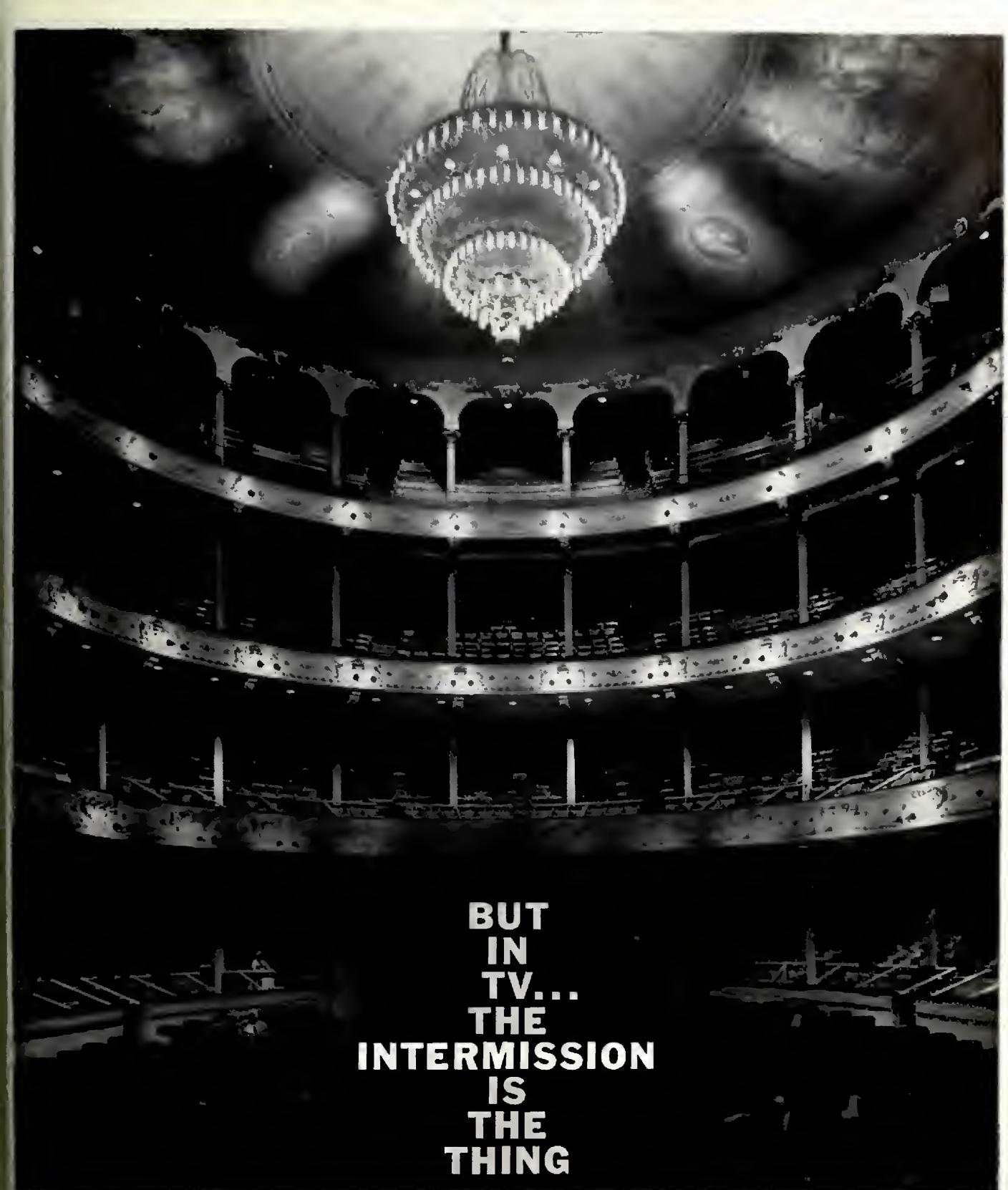
" . . . First of all, I think it is well to put in perspective where we really do stand with regard to the Soviet Union in this whole matter of growth. The Soviet Union has been moving faster than we have. But the reason for that is obvious. They start from a much lower base. Although they have been moving faster in growth than we have, we find, for example, today, that their gross national product is only 44% of our gross national product. That's the same percentage that it was twenty years ago."

Both underestimate viewer/voter's intelligence

Now, any thinking voter was aware of this for the first time the papers reported Senator Kennedy's usage of this fact, used in such an insultingly twisted manner. Yet Mr. Nixon's answer, pertinent and strong as it was, came only in the summation of the one-hour debate, the three-minute-and-20-second period, when each candidate was allowed to wrap up his case. Kennedy's initial statement to this effect came in his very opening remarks in the earliest minutes of the program. I'm sure the Republican candidate was following the sound debating principle he learned way back in high school that you save your strong shots for your summing up. But I doubt it's effectiveness in this case.

And I decry more than the positioning of his answer, the complete lack of honest vehemence in his presentation of it. I had the feeling he should have charged Senator Kennedy with insulting the intelligence of the American voter. Maybe he didn't because there were certainly statements made by Mr. Nixon, in rebuttal to which Mr. Kennedy could have made a like charge. Maybe Herb Klein and Bobby Kennedy and their advisors all signed a pre-debate pact to be calm and dignified and imperturbable and unemotional about the whole thing. Maybe they intend to continue in this manner through the next three stanzas.

My concern is, that if they do, most viewers will wind up voting for Gardner McKay.



**BUT
IN
TV...
THE
INTERMISSION
IS
THE
THING**

It's traditional in the theater. When the houselights come up, the audience disappears into the lobby . . . the sidewalk . . . the rest rooms. Fine for the theater. Murder for television.

For on TV, the intermission is the thing. It pays the freight. The most you can ask of the show is that it

fill the house with the people you want. It's up to the commercial to hold the audience in their seats . . . and sell them . . . for three minutes of intermission. Obvious? Sure!

Overlooked? Often! Which is one thing we try always to avoid at Ayer. The commercial is the payoff.

N. W. AYER & SON, INC.

FRESH MONEY!



Research Triangle Park Unleashes New Buying \$

You have a new, solid reason for scheduling WPTF. The North Carolina Research Triangle Park has progressed from "dream" to reality. Early estimates that the Park will attract research installations employing 7,000 persons appear conservative.

FIRST to be completed was the multi-million dollar Chemstrand Research Center. Following closely will be the Research Triangle Institute headquarters, the Dreyfus International Center for Polymer Research, and the U. S. Forest Service eastern regional laboratory.

MORE WILL FOLLOW. The three institutions which form the Triangle already provide the largest concentration of research personnel in the South. (North Carolina State at Raleigh, Duke University at Durham, the University of North Carolina at Chapel Hill.) Now, with the 4,600 acre Park a going operation, the future development will be substantial.

SCHEDULE WPTF . . . a better buy than ever. And don't hesitate to call if we can help you or your Southern manager open doors in this exciting, new segment of our market. Our towers are practically next door to the Park and we are intimately familiar with the area's trade patterns and potential.

NATION'S
28th RADIO
MARKET
NIELSEN #2

WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Timebuyers at work

Nate Rind, Doyle Dane Bernbach, New York, would like to see current competitive media information more readily available. "The existence of such publications as Media Records, PIB, LNA-BAR and sundry reports on spot radio activity testifies to the importance of competitive advertising activity in the media business. Frequently, the material is used in the preparation of media and budget recommendations, and this form of media cooperation works to the benefit of the medium as well as the agency. If the information were not important, the time, money and effort in accumulating this data would not be expended. The various media are often happy to make known the activity of competitors in their publications and when making presentations. Published competitive data are rarely current. In order to get this information, direct contact with media is necessary. Some publications and stations respond immediately. A minority, unfortunately, do not. It is part of the selling operation and constitutes a legitimate request. The same medium which refuses will probably request a service someday of the agency."



Jack Dube, Cole Fischer & Rogow, New York, sees sponsorship of syndicated programs as a media strategy not to be overlooked by advertisers seeking to heavy up in certain markets. "Of course the prime consideration has to be individual marketing and product requirements," Dube points out. "but if these conditions allow, there

is a great deal to be said for investing in syndicated shows. To begin with there is significant prestige to be had from sponsorship of a program. And this approach offers the advertiser an opportunity to air his one-minute announcements during prime time. Furthermore, product identification with a program offers vast merchandising possibilities. Both the trade and the consumer are susceptible to this type of program-oriented mer-

chandising. Dube suggests that "when network clearance difficulties are encountered, syndicated program buys may provide the answer. These are some of the main reasons why, though it's probably less of a task to recommend spot purchases in a given situation, I feel timebuyers ought to explore the feasibility of show sponsorship."





*Really, dahling, anybody who is **SOMEBODY** is on
WING in **DAYTON**"*

True, more national and local *somebodies* advertise on WING than on any other Dayton station. There must be a reason! Get the FACTS from your East/Man or General Manager Dale Moudy. Find out why high-flying WING has become the pivot point for all national and local buys in Dayton.

robert e. eastman & co., inc.



national representative

TIMEBUYERS...

write a caption for this picture and win \$25 CASH! Deadline October 30. Winning caption will appear in November 4 issue. Give your entry to your East/Man, or mail to WING, Talbott Tower, Dayton 2, Ohio.

*This month's Caption Winner:
Esther N. Andersen, MacFarland, Averyard & Co., Chicago,
Illinois*



AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

No significant difference!

This was the verdict of the A. C. Nielsen Company following their *qualitative analysis* of the audiences of two New York TV stations—the leading *Network* station and WPIX, the prestige *independent*. This special study provides a *direct comparison* of the audiences of both stations during the hours 7-11 PM, seven nights a week:

FAMILY INCOME

HOME OWNERSHIP

AUTOMOBILE OWNERSHIP

SIZE OF FAMILY

AGE OF HOUSEWIFE

OCCUPATION, HEAD OF HOUSEHOLD

Nielsen states: "None of the comparisons yielded a significant difference."

Saying it another way, the "content" of a rating point on WPIX and the leading Network station is *the same!*

(Details upon request)

*where are
your
60-second
commercials
tonight?*

**the prestige
independent with
network
audiences!**



WPIX new york

SPONSOR - SCOPE

17 OCTOBER 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

The hottest rumors along Madison Avenue these days relate to this: some giant automotive or another is being on the verge of getting a separate agency for a compact.

Admen who are in pretty close touch with Detroit's problems think that type of divorce-ment is at least a year off.

It can't, they say, become a trend until much of the turmoil in marketing and factory-dealer relationships created by the compact revolution has been resolved.

The frictions are not only in the factory-dealer area, they also involve agencies. For instance, one agency is having a nerve-wracking time getting clearances from the Detroit boss on copy pertaining to the compact line.

But the key question plaguing the factory is this: do you sell them as twin cars or do you sell the compact all off by itself, and competitively?

And, of course, any spinoff trend will depend on the answer to that conundrum.

For the big and medium-sized reps September turned out to be one of the biggest months ever in terms of gross business written.

A cross-check estimate put the increase for tv somewhere between 20-25% and for spot radio, 10-15%.

Carter's Pills (Bates), with refurbished copy and the word Liver extracted, has swung back into spot tv, placing—something that's not so common—26-week schedules.

Other national spot tv activity includes: Brillo (JWT), two flights, one 10 weeks and the other, starting January, 29 weeks, three minutes a day; Betty Crocker (BBDO); Spic & Span (Y&R); Calumet baking powder (FCB); Welch's grape jelly (Manoff); Maytag and Brown Shoes (Burnett); Robin Hood Flour (Kastor).

Kraft Parkay (NL&B) is about to request availabilities.

In radio, Wander's Mivitine (Clinton E. Frank) is buying introductory markets. The budgets call for heavy saturation.

For those sellers of television who are griping about finding it tough to get a response out of Lever on its first quarter buying possibilities, here's an insight into what's going on:

1) In momentary command of selling expenditure at the topmost level is the camp that favors pouring more money into promotion than into advertising.

2) The pro-advertising camp thinks that the longer the company holds off making decisions the better will be the chances of walking into a tv buyer's market.

The promotion-minded element in the company has this figure on their side: the president himself, M. C. Mumford.

Net result: a blurred picture of advertising direction, policy and authority.

Local spot should be benefiting from the new Renault (Kudner) policy which is to put more advertising emphasis at the dealer level.

Renault's president, Maurice Bosquet, enunciated this step last week when he assumed sales policy direction for the company in the U.S.

The French car's first job had been to get identity through national advertising and now the task is to build ample area support for its 800 dealers.

SPONSOR-SCOPE *continued*

Watch for Minnesota Mining & Manufacturing to launch an advertising campaign to educate ad managers, agency management and account men on the advantages of tape for video commercials.

The main objective: to counter the opposition tape has been getting from many agency commercial producers who prefer to play along with film.

Suggestion from the tape studios: because most commercial producers aren't equipped to handle live commercials (tape) as well as film, it would be to the bigger agency's advantage to have two specialists with equal authority, one for film and the other, tape. Such an arrangement already prevails at BBDO, with each man in a position to relate why his medium would serve the particular project better.

As it turns out this year the national spot shoe fits very nicely for stations in the key radio markets.

They're being well loaded with automotive and other accounts until the latter part of November, which makes it possible for them to take on lots of pre-christmas advertising from local retailers.

The stations like it when they can give such customers plenty of frequency around the clock during these heavy gift-buying weeks.

Coca-Cola's expansion activities, according to estimates, should find the company spending at least \$20 million for advertising within the next two years.

What with offering a full line of beverage flavors, orange juice (Minute Maid) and one of the largest of instant coffee brands (also Minute Maid), the company has easily achieved the billion-dollar class in sales.

The "debate" fever among tv and radio stations is spreading around like a Kansas grass fire.

For easy confirmation scan the reports contained under Public Service in SPONSOR's News and Idea Wrap-up lately.

Politicos of every description and rank are being hauled to free mikes and cameras to confront their opponents and even answer questions phoned in during the exchange by viewers and listeners.

It's the hottest programing genre that's come along the pike in years and, as one rep put it, the stations in their excitement are giving away free something that used to bring them a tidy income.

A migration that caused somewhat of a surprise in Madison Avenue media circles: Hal Miller from Benton & Bowles, where he has been associate media director, to Grey, where he'll have the same title.

Miller's chief at Grey will be Larry Deckinger, with whom he worked at Biow just prior to his coming with B&B five years ago.

NBC TV will hold its annual affiliates convention at the Plaza in New York City on 16-17 November.

Says the network: the affiliates' board of delegates hasn't so far indicated that it will have some new proposals, like more station break time, more minute participation for spot sale in network programs, etc.

(See page 29 for what some stations want in the way of sales opportunities.)

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 52; News and Idea Wrap-Up, page 70; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 78; and Film-Scope, page 56.



We eavesdropped on a hurricane!

From the time severe hurricane "Donna" was pawned in the churning Caribbean, this station listened in on her progress, and reported calmly and actually to our TV viewers and to our radio listeners.

We reported the crashing rain-drenched path of "Donna" through the Bahamas . . . the terrible devastation of Marathon Key. . . . We traced the turn to the north that sent the killer storm crashing into the Florida mainland, and toward heavily-populated Tampa-St. Petersburg. . . .

The storm picks up speed. . . . Cape Sable is it. . . . Fort Myers reels under 130-mile winds. . . . We pick up the first communication from this hard-hit city. . . . Tampa battens down. . . . Families evacuate the low areas and the Gulf Beaches, the orders go out over WFLA-TV and Radio. . . . Sarasota staggers

under "Donna". . . . and Bradenton, Arcadia, Wauchula. . . .

Then WFLA News Director Jerry Harper, boarded up in the Tampa weather bureau, says: "The eye of the hurricane will pass east of the Tampa Bay area, going directly over Lakeland." . . . Tampans and the beach residents breath a sigh of relief, while the folks east of us dig in for the worst.

And so it went on. . . . 36 hours of grinding vigil, eavesdropping on a hurricane, by WFLA personnel to bring our viewers and listeners the minute-to-minute facts. . . . a tremendous example of how the immediacy and thoroughness of electronic journalism can inform accurately, factually; stifling rumors, helping to keep death and damage down and assisting local governments maintain order.

Another WFLA-TV first. To inform the more than one-thousand deaf persons in the path of hurricane "Donna"—this station arranged with Mr. Ray Carter, who himself does not hear, to relay all hurricane bulletins in the sign language of the deaf.

In addition, a Spanish speaking newsman was utilized to broadcast in that language for the benefit of the nearly 50,000 Latin people living in this area.

The big busy 28-County Sales Area blanketed by WFLA-TV.



wfla-tv
TAMPA - ST. PETERSBURG

REPRESENTED NATIONALLY BY BLAIR-TV

Channel 8

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This ancient Indian pottery is a product of someone's innate ability . . . creativity. Here in the *Industrial Piedmont* the one station with the proven ability to create sales is WFMY-TV.

To sell the nation's 44th market* (44 counties, 17 cities in all) . . . where 2.3 million customers have \$3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book



wfmy - tv

GREENSBORO, N.C.
NOW IN OUR 11th YEAR OF SERVICE

Represented by Harrington, Righter and Parsons, Inc.
New York Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit



49th and Madison

Basics

I found your "Timebuying Basics" most interesting. I think other people in our shop would feel likewise. Would it be possible to have more copies?

Carol Brosmer
timebuyer
Meldrum and Fewsmit, Inc.
Cleveland

* Reprints of "Timebuying Basics" and other sections of SPONSOR's Air Media Basics are available at nominal cost.

More on Negro supplement

I would like to call your attention to an obvious error in the special Negro market section of the 26 September SPONSOR, page 20. You list the Washington, D. C., market as being 53% Negro. Against this you show a total population of over two million people and a Negro population of 600,000.

As a matter of simple arithmetic, your answer should be approximately 30% rather than 53%.

As a matter of fact, you show a similar 53% figure on page 18 and do not make it clear whether you are referring to the city or the market.

There are a little more than two million people in the five-county Metropolitan Washington Area. According to the Census, 746,958 of these people live in the District of Columbia. The correct figure on the Negro population I would estimate to be about 53% of this 747,000, or about 420,000. This amounts to about 21% of the total market population, not 53%.

I would suggest that when you accept figures from someone with an axe to grind, you check their accuracy.

Ben Strouse
president
WWDC
Washington, D. C.

* Reader Strouse is, of course, correct. The Negro population of the Washington Area as compared to the total Washington Area population is around 30% rather than 53% as indicated on page 20 of SPONSOR's 9th Annual Negro Supplement (26 Sept.). However, be-

cause of an incomplete explanation, percent of Negroes for practically all of the 47 markets listed does not correspond with the total Negroes and total population figures. The three columns should have been clarified as follows: Negroes, 1958 (metro area); Total population, 1959 (metro area); % Negroes (city only).

* * *

I was delighted to contribute an article for the annual supplement on Negro radio.

Unfortunately, the gremlins that fly around linotype machines were at work. On page 50, the third paragraph begins "Lastly, it is not time to abolish the concept of broadcast apartheid"—this of course was exactly the opposite of what I meant and what I said in the copy sent you. The copy read, "Lastly, is it not time to abolish the concept of broadcast apartheid."

I would appreciate your noting this correction in the event certain readers may have read the article quickly.

Peter M. Bardach
media supervisor
Foote, Cone & Belding
N.Y.C.

Response to radio series

I just want you to know that your recent series on radio's creativity at the grass-roots level is one of the brightest things any trade magazine in our field has ever done. My hope is that the series will create a new dimension of interest among time-buyers—that they will be inspired to inquire about the station's point of difference in its market, rather than just what its ratings are.

Radio is on the threshold of an era of greatness the medium has never known. And why not? As SPONSOR so well points out in your series, now there are over 3,000 sources of creativity, rather than just 3 or 4.

It's great—just great!

Ernie Tannen
owner
The Eastern Shore Bdctg. Co.
Pocomoke City, Md.



IN TOLEDO
FOR 33 YEARS!

**W
S
P
D**
RADIO

*the STORER station
backed by 33 years
of responsible broadcasting*

CALL KATZ

$$= \int_{l_0}^{l_1} dl \int \lambda dx dy dz = \frac{1}{i} \int \frac{1}{i} K_4 dx_1 dx_2 dx_3 dx_4$$

$$= \frac{\mathbf{q}_v}{\sqrt{1 - q^2}}, \frac{\mathbf{q}_z}{\sqrt{1 - q^2}}, \frac{i}{\sqrt{1 - q^2}} \cdot \mathbf{q}_x = \frac{dx}{dl}, \mathbf{q}_y = \frac{dy}{dl},$$

$$\left(m \frac{dx_\mu}{d\tau} \right) \cdot I_x = \frac{m \mathbf{q}_x}{\sqrt{1 - q^2}} \cdot E = \frac{1}{\sqrt{1}}$$

$$m + \frac{m}{2} q^2 + \frac{3}{8} mq^4 + \dots \quad \mathbf{K} = \frac{d}{dl} \left(\frac{m \mathbf{q}}{\sqrt{1 - q^2}} \right) \cdot K_u$$

$$- \frac{\partial p_{xx}}{\partial x} - \frac{\partial p_{xy}}{\partial y} - \frac{\partial p_{xz}}{\partial z} - \frac{\partial (ib_x)}{\partial (il)} \cdot i\lambda = - \frac{\partial (is_x)}{\partial x} - \frac{\partial (is_y)}{\partial y} - \frac{\partial (is_z)}{\partial z}$$

$$- \frac{\partial p_{xx}}{\partial x} - \frac{\partial p_{xy}}{\partial y} - \frac{\partial p_{xz}}{\partial z} - \frac{\partial b_x}{\partial l} = \frac{\partial s_x}{\partial x} - \frac{\partial s_y}{\partial y} - \frac{\partial s_z}{\partial z}$$

$$- h_x h_x + \frac{1}{2}(h_x^2 + h_y^2 + h_z^2)$$

$$- e_x e_x + \frac{1}{2}(e_x^2 + e_y^2 + e_z^2)$$

$$p_{xy} = - h_x h_y \quad p_{xz} = - h_x h_z$$

- e.e. - e.e.

Just a matter of Relativity)

CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 636,900 TV HOMES*

NBTV DELIVERS 55.3% MORE TELEVISION HOMES THAN CHARLOTTE STATION "B"**

*Television Magazine—Sept. 1960

**ARB 1960 Coverage Study—
Average Daily Total Homes Delivered



JEFFERSON STANDARD BROADCASTING COMPANY

WBTV

CHANNEL 3 CHARLOTTE

LET'S COMPARE MARKETS!

CHARLOTTE	636,900
ATLANTA	528,500
MIAMI	517,600
MEMPHIS	462,600
BIRMINGHAM	420,700
LOUISVILLE	418,900
NEW ORLEANS	363,500
NORFOLK	297,700
RICHMOND	265,800

TV OUTLETS WANT LONGER CHAINBREAKS

Major goal of affiliates is securing more time during chainbreaks, by means of: more daytime breaks; ending daytime shows 35 seconds early; mid-program 40-second breaks in nighttime hour shows; sale of two 20's at night

THE COUNTER-ATTACK ON SPOT CARRIERS

Top affiliate operators propose seven steps to ease their selling, made difficult by greater web flexibility. Here's the network answer

A seven-point comprehensive proposal to help TV affiliates out of the spot selling squeeze brought about by network selling practices has been drawn up by a group of influential (but anonymous) affiliate station owners and managers.

The proposal contains specific suggestions to (1) end confusion in the area of product protection, (2) in-

crease the size and number of station breaks between and within network programs, (3) open the local sale of unsponsored network programs, and (4) revise placement of commercials and credits within network shows. The affiliates' aim is a solution "without undue hardship to the networks and without inflicting on the viewer an undue amount of commercials."

The seven points were made necessary, their authors said, because "as network selling becomes more and more flexible, the affiliates' position becomes increasingly rigid. You might say that the networks are selling more these days, but the affiliates are enjoying it less."

Of significance to the industry was the apparent acceptance of the fact

Networks are adamant against any station plan to cut program time

that networks will continue selling like spot, with spot carriers, scatter plans, multi-participations, short-flight selling; and that specials, cross-plugging and other manifestations of network flexibility were here to stay.

Stations and their representatives had fought these practices in the past. With these proposals, at least some of them are saying that they are not trying to stop what appears to be the inevitable, but are trying to salvage what they can. The following seven steps are designed, therefore, to "restore at least a part of the local stations' flexibility and potential revenue that has been lost" as network operations have become more flexible.

Regarding product protection of network advertisers:

Point One—Provide as much notice as possible of sponsorship changes and not hold the affiliates responsible for product conflicts attendant thereto short of a lapse of 28 days from the giving of such notice.

Point Two—Review the whole problem of product protection with a view toward restricting advertisers to fewer products for protection purposes: specifically, restrict the number of products of the parent company that can be carried in a major-minor program purchase. Moreover, restrict the products carried in the sponsored program.

Regarding station breaks between and within network programs:

Point Three—Provide the stations with additional minute breaks between commercial network programs in the daytime in lieu of conventional 20-second and 10-second break positions.

Point Four—Permit in stated policy affiliates to sell daytime minute announcements adjacent to unsold network programs, accommodating such by ending these programs 35 seconds early.

Point Five—Provide middle breaks in all hour-long shows currently on the schedule or planned for the future whose formats follow such breaks without harming the program's content. In the case of dramatic pro-

grams in which a station break would be an intrusion, eliminating the middle break therein, stations to be given 40 seconds before and after such programs to allow the stations to partially recapture the revenue lost by the elimination of the break position at mid-program point.

Point Six—Work toward the scheduling of nighttime network programs so as to permit the affiliates to schedule up to two 20-second announce-

ments between programs.

Regarding the sale of unsponsored network programs:

Point Seven—Permit affiliates to sell locally unsold minutes in network shows on a two-week recapturable basis.

Network reaction—from CBS and NBC—ranged from outright agreement on some points to a flat "absolutely no!" on others. ABC declined to comment on any of the points. Agency reactions, which show signs of being quite outspoken on some of the suggestions, will be covered by SPONSOR in its next issue.

On Point One, asking for 28 days

A SEVEN-POINT PROPOSAL .

AFFILIATES' PLAN

1 PROVIDE as much notice as possible of sponsorship changes and not hold the affiliates responsible for product conflicts attendant thereto short of a lapse of 28 days from the giving of such notice

2 REVIEW the whole problem of product protection with a view toward restricting advertisers to fewer products for protection purposes

3 PROVIDE the stations with additional minute breaks between commercial network programs in the daytime in lieu of conventional 20-second and 10-second break positions.

4 PERMIT in stated policy affiliates to sell daytime minute announcements adjacent to unsold network programs, accommodating such by ending these programs 35 seconds early.

5 PROVIDE middle breaks in all hour-long shows currently on the schedule or planned for the future whose formats allow such breaks without harming the program's content.

6 Work toward the scheduling of nighttime network programs so as to permit the affiliates to schedule up to two 20-second announcements between programs.

7 Permit affiliates to sell locally unsold minutes in network shows on a two-week recapturable basis.

*ABC TV declined to comment on any of the points.

notice, CBS's spokesman declared, "We give them as much notice as possible on sponsorship changes. It is the affiliate's responsibility, of course, to use the chainbreak at its own discretion. However, when a conflict exists, the network endeavors to have it eliminated."

NBC's stand on this point: "Considering the over-all tremendous volume of separate clients and product advertising being currently serviced, there are a negligible number of occasions on which stations receive less than 14 days prior notice (the time required in spot contracts for changes) on which to shift local an-

nouncements to avoid conflict between network and local advertising."

On the matter of product protection, Point Two, both networks agreed that restrictions are needed. CBS said it "took the initiative in breaking down the type of competitive product separation that carried over from network radio. We will continue to exert every effort in terms of educating and convincing advertisers that competitive product adjacency should be viewed in the same manner in network television as in other media."

The NBC statement: "The NBC network has been a leader since the inauguration of network TV in progres-

sively limiting the extent of advertiser product protection. It should be borne in mind, however, that it is the network advertiser who primarily supports the medium through payment of the cost of network programs which create the value of the adjacent station break availabilities.

"Hence, it is unreasonable to suggest further limitation on the products which the network advertiser may feature on the programs for which he has paid."

Point Three, calling for more minute breaks in daytime, and Point Four, suggesting ending daytime

(Please turn to page 42)

AID THE REACTION OF TWO TELEVISION NETWORKS*

CBS POSITION

NETWORK'S responsibility is to give as much notice as possible on sponsorship changes; affiliate's responsibility is to break at own discretion. We try to eliminate conflicts.

will continue to exert every effort to convince advertisers that competitive product adjacency should be viewed in the same manner in network television as in other media.

provide specific places in the daytime schedule where stations may schedule one-minute spots, by eliminating 30's in middle of half-hour shows, adding them to end.†

answer to Point Three.

EN full hour show is sold to two half-hour sponsors, a break is provided. A sponsor buying an entire hour is entitled to an hour uninterrupted by local commercials.

OLUTELY NO!"

to (permit this) from time to time when feasible, where we the right insofar as our agreements with the packer and sponsor are concerned.

allows 60 seconds between nearly all daily programs.

NBC POSITION

THERE are a negligible number of occasions on which stations receive less than 14 days prior notice on which to shift local spots to avoid conflicts with network ads.

NETWORK advertiser, by his support, creates valuable adjacencies. Hence, it is unreasonable to further limit the products which he may feature on shows for which he pays.

INFORMATION from major affiliates indicates that there is a large potential in 10's and 20's, and these stations desire the retention of the 30-second mid-program break.

"IT should be noted that ABC provides a significantly lesser number of mid-program breaks which are highly salable in major markets."

NO other advertising should interrupt a one-hour sponsored program paid for by a single advertiser; not proper to ask him to relinquish time at end of show for local advertising.

IMPROPER to suggest that effectiveness of network client's ads be reduced even in the slightest by cutting program time, or adding additional messages adjacent to his time.

DID this until board of delegate's meeting prior to fourth quarter of 1960. Affiliates did not desire to be burdened with co-op fee necessary to recover network program costs.



WHOLESALE

SHIPMENTS: DO THEY FOOL AIR CLIENTS?

- Fall buying season sees renewed station charge that ad agencies give smaller markets short shrift
- They say media budgets often favor key wholesale distribution points rather than retail sales areas

Warehouses are beginning to bulge this month as carloads of packaged goods are shipped to distribution points before the rush of Thanksgiving, Christmas and winter business to consumers.

Because this pipeline activity is accompanied by heavier spot business—an invariable feature of each year's last quarter—but for other less obvious reasons, too, broadcasters have been noticeably more vocal this year in their complaints that spot market lists are being weighted heavily in favor of key wholesale distribution centers rather than reflecting actual point-of-sale data.

Typical of the broadcasters' comments is this from Paul J. Miller, managing director of WWVA, Wheeling, W. Va.: "Advertisers miss half their sales potential if they don't give the point-of-sale areas due consideration, along with distribution cities, in ad campaigns."

"Distribution set-ups are mostly planned on the basis of state lines as boundaries.... Merchandise credited to the distribution area in larger cities is not all used in those cities, (yet) the agency gives those cities of distribution advertising in proportion to the business done."

Similar allegations have been voiced to SPONSOR by Edward J. Fitzgerald, Jr. of the Long Island (N.Y.) Network (WGBB, WGSM), H. Needham Smith of WTRF-TV, Wheeling, Harold B. Barre of WRVA,

Richmond, Va., and Paul Bain of KOB-AM-TV, Albuquerque.

They contend, for example, that a Wheeling or Steubenville is omitted by a food or drug client who puts his advertising money into Pittsburgh, the wholesale center. Yet the stations say these smaller, peripheral cities should not be omitted because each accounts for significant retail sales.

Admen last week commented on these main station allegations:

1. That good retail markets are bypassed in favor of wholesale centers.
2. That retail sales are not, therefore, taken into account when the basic market lists are prepared for a campaign.
3. That national food and drug chains are equally remiss in heavying-up in cities which are credited with bulk shipments when actually these distribution points reship a large proportion of this merchandise to other areas.

4. That a lot of consumers are therefore not reached, even though they are the ultimate users of a given product.

New York media and marketing professionals say that these charges are, in some instances, true. But they are unanimous in saying this kind of marketing pattern and media usage is *not* true for established products or for large, corporate national manufacturers.

Here's why. Warren Bahr, vice president and associate media director of Young & Rubicam, explains that allocations are made as a percentage of sales, and the markets and media selections over-all therefore balance to match population.

This pattern, though true of packaged goods, would not necessarily apply, of course, to other types of product lines or to specialized items. Sun-tan lotion, obviously, will always sell better in certain areas, as will such specialized lines as cold remedies, anti-freezes, luxury goods, beer, grits, and such splinter-market products.

Bahr explains that the large corporate manufacturer distributing nationally knows exactly where his sales come from and, therefore, does not miscalculate and put too much advertising stress in some areas, too little on others. But, adds Bahr, the

smaller national manufacturer—the family owned company, for example—doesn't spend the kind of money this sales check requires.

"Smaller companies don't have the kind or size of field force or sales organization which keeps on top of every outlet in every area, and they don't have the money to spend on elaborate agency marketing surveys, the Nielsen Food or Drug Index or material available from the Market Research Corp. of America," he says.

And store audits are difficult to come by without these tools, says Frank Heaston, marketing director of Gardner Advertising Co., New York. Bigger advertisers also are able to get more complete data from wholesalers and distributors who, he explains, now are automated in many cases and can break out exact figures on what was shipped where and when.

Heaston points out also that some areas are deliberately omitted from market lists for valid marketing reasons. "A new product, for example, may be pushed hardest in wholesaler or broker territories because the manufacturer wants to gain maximum distribution. And often it's necessary to impress these people before you impress the consumer."

There are other instances in which certain markets might be omitted, even though the general pattern is to match advertising to sales to people.

Bill Birkbeck, media buyer at Cunningham & Walsh, says that a sales drop is an automatic index to re-appraisal of the market list. Depending on the product—which so much of marketing and buying does—"We may then add some markets where we need more sales and slacken

HOW MAJOR AGENCIES TRY TO AVOID GUESSWORK

Wholesale shipments figures are important, but actual retail sales figures in specific markets are more vital to media selections. Below is typical big agency analysis compiled quarterly to show territories by cases sold per 1,000 persons, sales ranking, number of TV homes impressions, percent of total sales of item each market accounts for. But this type of analysis is elaborate and expensive

Territory	Cases per 1,000 pop.	Per capita ranking	Sales Mgmt. '59 households (000)	Gross TV home impressions per qtr. (000)	% of sales based on 12 mos. ending 8/50
Boston	28.8	31	1,046.5	897.0	.190%
Hartford	18.9	52	828.8	500.8	.97
Providence	25.8	35	527.4	465.2	.83
Portland, Me.	20.4	48	531.2	340.1	.69
Albany	15.9	57	414.4	320.9	.38
Manhattan					
Brooklyn	N.Y. Dist.	9.9	64	4,662.6	1,975.4
Newark					.274
Paterson					
Pittsburgh	28.4	33	935.7	809.6	1.70
Washington	20.8	47	749.9	690.4	.98
	44.1	20	298.3	213.3	
			752.3	1,55	

RADIO



ADVERTISING is now being matched in many instances to tv coverage areas, as with Busch Bavarian beer shown by Frank Heaston, marketing manager of Gardner Adv., New York. Former wholesaler-distributor lines have been changed to meet areas embraced by tv coverage

in others from which we might have to take money."

"Markets are very carefully selected, despite what some stations think. And even though it really isn't their business to know why their city isn't on our basic list, we'll usually explain to them even though some of our thinking might seem to them abstract."

Jerry Arthur, vice president and media director of Donahue & Coe, New York, cites the importance of television in this marketing era and points out that his shop and its clients tend to base their allocations on tv coverage patterns. He thinks that a radio station, therefore, might have a more legitimate point to make about its market being omitted even though it's a good retail sales area.

"A full pipeline," he says, "is just one part of the complexity of marketing. An advertiser is interested only in getting sales, yet one factor which a lot of stations forget about is the advertiser's cost of getting those sales." Sometimes the cost ratio is too high, even though the market may be an excellent one for media and their reach.

The marketing vice president of one of the top 10 agencies, whose management maintains a "no official comment" policy, told SPONSOR that

"Advertising just doesn't follow distribution set-ups; it follows population or media coverage areas, and it's as simple as that.

"There are some instances of unusual products where different market adjustments are made, obviously. Beer has a higher per capita consumption in the North than in the South. A decade ago, soap sold better in the Midwest because the water was harder there. These are the type of factors considered in market selection.

"Another element, however, is that the smaller grocery or drug advertiser will sometimes try to advertise beyond the consumer in order to impress chain store and distributor people. A major marketer, however, would never be so short-sighted as to avoid reaching his ultimate consumer. Anyone who thinks he would be being ridiculous!"

The problem of tracing sales is a tough one, the admen agree. And stations are correct in charging some clients with not knowing where their case shipments travel beyond the major distribution or wholesale point. This is particularly true of chain stores, which ship from their own warehouses with merchandise fanning out over broad areas. And it's true of the manufacturer who ships

(Please turn to page 50)

► John's Bargain Stores up from 24 to 144 outlets since radio debut in 1955

► East Coast retailer runs heavy spot schedule in three cities, extras for openings

Last week John's Bargain Stores opened an outlet in Scranton, Pa.; a week before, in Washington and Brooklyn; the week before that, Long Branch and Riverside, N. J.

And so it goes, week after week, with no end in sight. John's latest count is 144 stores in six eastern seaboard states plus the District of Columbia, and the chain has big plans for further south. John's added spot radio to its previously all-print media lineup five years ago, when 24 stores comprised the entire chain. Volume, now at approximately \$30 million per annum, was in the neighborhood of \$10 million in those days.

Radio's budgetary share started off at a rather modest 3%, but rose steadily and today is 20% of the over-all budget, which, obviously, is considerably higher than it was five years ago. And the 20% does not include spot barrages with which John's frequently fanfares new store openings.

The regular lineup includes WMCA, New York (61 spots per week); WHOM, New York (25 spots); WIP, Philadelphia (33 spots), and WPAC, Patchogue, L. I., N. Y. (50 spots). John's buys all 60-second announcements, having found them the best length for its message. Heaviest emphasis goes to the hours of 6:30-10 a.m., at which time listeners are urged to come out and take advantage of the day's bargains. The 4:30-7 p.m. traffic hours also draw a healthy dose of John's radio spots. The chain is on the radio during the hours in between but to a lesser degree.

In addition to this regular schedule, John's has been having a great

HELPS CHAIN'S 500% GROWTH

deal of success with one-week blitzes of 100 spots or more in conjunction with openings of new stores. In the midst of Hurricane Donna, John's ran 100 spots apiece on WDOV and WKEN, Dover, Del., to plug an opening there. The first-day turnout was reportedly "tremendous" and radio gets full media credit, since print ads didn't begin until two days later. Latest store-opening, 100-spot salvo was fired off via WARM, Scranton, last week.

John's first found out what it had been missing when, five years ago, it tried radio in Patchogue, L. I., to remedy a sagging sales situation there. Its advertising dollars were pulled out of local print media and invested in announcements over WPAC. The sta-

tion's continuity director Ted Royce wrote, produced and acted out a series of humorous spots for John's Patchogue branch. Within three months, Royce reports, the store rose from a "C" to an "A" classification, in the chain's terminology, which meant one of its weak sisters was selling up there with the best of them. And Royce has been with John's ever since, serving now in the capacity of radio advertising manager.

Royce creates both live and electrically transcribed announcements for John's. The live material usually deals with the day's specials, and runs primarily in the 6:30-10 a.m. time block. Copy urges listeners to get right down to John's for the bargains, and according to Royce the merchan-

dise is usually sold out by 10 a.m., so it's necessary to cut off those announcements.

For the rest of the day, the e.t.'s are aired, and they dwell more on regular merchandise. "The e.t.'s are used primarily to get listeners to remember us, but even our regularly priced merchandise is fantastically low-priced and often our spots around 5 p.m. will bring people into the stores before closing time the same evening."

Royce tries to keep a humorous sell running through all of the John's commercials, and when it comes to the e.t.'s he generally pulls all the stops. Among the zaniest of the recent crop was a tie-in with Nikita Khrushchev's U. S. visit. There is no

(Please turn to page 66)

SKIRMISH over baby sleepers on special sale at one of John's Bargain Stores got much of its impetus from heavy schedule of humor-sell radio spots



Lady execs rule the sales roost at Official Films



GRACE SULLIVAN'S day begins with a barrage of phone calls

Photos by Herb Levart

► Grace Sullivan, director of national sales and secretary of firm; Sherlee Barish, vice president, syndication sales, hold their own in a man's game

Lady executives in the hard-boiled sales sector of the tv film industry come few and far between. And Official Films is probably the only tv company that can boast three top female sales executives out of three top sales positions: Grace Sullivan, director of national sales, Sherlee Barish, vice president in charge of syndication, and Adrienne Douglass, coordinator of international sales out of Luxembourg.

Miss Sullivan and Miss Barish are regarded in the trade as vivacious, knowledgeable, attractive ladies. Their sex doesn't protect them from the usual heavy schedule of agency calls, equipped with film, pitch, et al. And they are obviously a success, as evidenced by Official's profit position for the first half of 1960.

In commenting with pride on his somewhat unique sales setup, Official's president Seymour Reed boasts that "women seem to have more stamina than men, and they cover more territory in less time." This being Official's busiest selling season, with several new five- and one-minute offer-

ings, Miss Sullivan and Miss Barish are actively upholding his confidence in them. They make between six and eight agency and station calls a day. "We've known some sharp salesmen who start rubbing their ankles after two or three daily calls," Miss Sullivan said.

Miss Sullivan, a former high fashion model, came to Official seven-and-one-half years ago, when there was a two-girl staff and "I did everything from operating a switchboard to operating a projector." At this time, Official's product consisted of three-minute music hall varieties and some cartoons. Following Harold Hackett's arrival as head of Official, Miss Sullivan became his secretary. In 1956 she was made secretary of the corporation and on 1 February 1960 was named director of national sales. She also supervises syndication sales in the N.Y. area.

Her national sales task force consists of two men. Do they mind a woman boss? "In the tv industry, people seem to be more broadminded and don't mind a bit. We've got a

congenial shop," she replied.

As for the business in general, "being a woman has a definite advantage as far as getting out and meeting people," she said. "Appointments for instance are easier for a woman to make because many times agencymen are just plain curious about us. I am usually treated very well, with most stations and agencies seeming to put more effort into advising me about my product and the market," she told us.

Although most companies begin hawking their tv wares in January for the following fall, Official is experiencing an early selling season this year. "If you've got half-hour or hour-long pilots to sell, January is early enough," said Miss Sullivan. "But we've not only got shows to sell, we've got to educate agencies and advertisers on how and where to use them," she said.

Miss Sullivan began selling for Official last January and had a "very successful first month." About that time Seymour Reed took over the company as president, and the sales

force had no chief. With Miss Sullivan's early sales record to back her up (she called it "beginner's luck"), she was made director of national sales.

Miss Barish, with Official for five years and before that with NTA, was made vice president in charge of syndication sales in June of this year. She now makes calls on major markets only and has 10 field salesmen working for her. Of these, two are women. Mary Cox covers the New England area for Official, and Kay Herman, the Southwest.

Official however doesn't just hire women for women's sake. It is difficult to find women with a film industry background. "This is not a

(Please turn to page 62)



SHERLEE BARISH checks her appointment roster as Miss Sullivan sets up another afternoon agency call



BUSY morning routine includes screening of new material, such as this hour of 'Playboy's Penthouse,' for program acceptance, along with Joe Fusco Jr., of Official's station relations department; at the right, Miss Sullivan and Miss Barish have a moment to enjoy an inside joke on their way to respective agency calls. Both saleswomen make at least six daily agency or station visits during Official's rush selling season.



SPONSORED PUBLIC SERVICE

► New TIO report 'Interaction' details 1,038 public service programs on 264 individual television stations . . . many different types win advertiser backing

Last summer SPONSOR, in an article titled "The New \$25 Million Tv Trend" (issue of 25 July), reported one of the most heartening developments of the new tv season—the increasing number of network sponsors who are backing public service and public affairs programming.

This week, from the Television Information Office comes a handsome 288 page report "Interaction" which gives ample evidence that this trend is extending to local public service shows.

The TIO, under its director Louis Hausman, and special project editor

Robert Louis Shayon, asked every one of the country's 562 tv stations (including the 47 ETV's) to send in reports on the local public service programs they had broadcast in the 18 months prior to April 1960.

Replies were received from 264 individual stations and 1,121 pro-

FROM THE NEW TIO STUDY: 160 LOCALLY-PRODUCED TV

COMMUNITY AFFAIRS AND PROBLEMS

Altoona, Pa.—Eye on Channel 10—WFBG-TV
Chattanooga—Point of View—WDEF-TV
Chicago—A Queen, the City, Its Future—WBKB
Dallas—Telescope—WFAA-TV
El Paso—4 Noon—KROD-TV
Fort Dodge, Ia.—Calling Ed Breen—KQTV
Grand Rapids—Unit 8—WOOD-TV
Huntington, W. Va.—News Conference—WSAZ-TV
La Crosse, Wis.—Coulee Crossroad—WKBT
Little Rock—Eye On Arkansas—KTHV
Los Angeles—770 On TV—KABC-TV
Milwaukee—Special Assignment—WTMJ-TV
Nashville—Newsscope—Special Report—WSIX-TV
New Orleans—Byline Mel Leavitt—WDSU-TV
Omaha—The 10:25 Feature—WOW-TV
Peoria—It's Your Decision—WMBD-TV
Philadelphia—Eyewitness—WFIL-TV
St. Louis—Eye On St. Louis—KMOX-TV
San Antonio—Comment—WOAI-TV
Seattle—Seattle Report—KING-TV
Seattle—We Like It Here—KING-TV
Sioux City—Channel 9 Reports—KTVT
South Bend-Elkhart—Jack Scott's Report—WSJV-TV
Tallahassee—Good Morning Show—WCTV
Tucson—Dateline Tucson—KOLD-TV

LITERATURE AND THE ARTS

Chicago—Books and Brent—WBKB
Ephrata-Moses Lake, Wash.—On Stage—KBAS-TV
Indianapolis—Easter Sunday Concert—WFBM-TV

Indianapolis—Indianapolis Symphony Orchestra—
WFBM-TV

Kansas City—Kansas City Hour—KCMO-TV

Nashville—Nashville Sings—WSIX-TV

New Orleans—Television Little Theatre—WWL-TV

New Orleans—A Tribute to Armando Agnini—WDSU-TV

Omaha—Concert Chorale—KETV

FOR BETTER SCHOOLS

Rockford—Graduation—WREX-TV

Syracuse—One O'Clock Scholar—WHEN-TV

SCIENCE AND TECHNOLOGY

Los Angeles—Adventure Tomorrow—KCOP

New York—The Magic Eye—WABC-TV

San Francisco—Science in Action—KRON-TV

CHILDREN AND YOUTH

Baton Rouge—Buckskin Bill—WAFB-TV

Chicago—Treetop House—WGN-TV

Detroit—Quiz 'em—WWJ-TV

Fort Wayne—Communism Looks at Youth—WPTA

Fort Wayne—Elektra Club—WANE-TV

Louisville—Hi Varieties—WHAS-TV

Meridian, Miss.—Quiz 'em on the Air—WTOK-TV

Miami—Youth in Review—WPST-TV

Oklahoma City—Miss Fran from Storyland—KWTW

Omaha—Playground Champions—KMTV

Rockford—Call On Casey—WREX-TV

San Diego—Zoorama—KFMB-TV

Syracuse—Magic Toy Shop—WHEN-TV

Valley City, N. D.—Teen Quiz—KXJB-TV

Yakima—Sports-o-rama—KNDO-TV

BOOMS AT TV's LOCAL LEVEL

grams were reported. Of this total TIO eliminated 83 shows which were either straight newscasts or syndicated shows in which the station was not creatively involved.

The remaining 1,038 programs are described in the "Interaction" study.

Even a cursory reading of the TIO report cannot fail to impress observers with the extraordinary creativity, originality, and effectiveness with which the country's tv stations are approaching their public service re-

sponsibilities on the community level.

To advertisers and agencies (as well as station men) however, one of the most interesting phases of the TIO report is the number of these locally produced public service shows which receive sponsor backing.

Last week, SPONSOR editors went over galley proofs of "Interaction" and selected 160 programs which were either partially, or fully advertiser-supported.

Surprisingly, they fall into 14 dif-

ferent categories. (Of the 15 types of public service programs listed by the TIO only the "formal education" classification failed to disclose evidence of sponsorship.)

A detailed examination of a few of the more important categories shows the tremendous variety of important public affairs programs which have attracted advertiser support.

In the "Community Affairs and Problems" section, for instance, WFBG-TV, Altoona's *Eye on Chan-*

PUBLIC SERVICE PROGRAMS THAT HAVE WON SPONSORS

GOVERNMENT AND POLITICS

Austin—Press Conference—KTBC-TV
Fort Dodge—Great Debate—KQTV
Huntington—Man in Washington—WSAZ-TV
New Haven—Election '60 Spotlight—WNHC-TV
Wichita—Election Party—KAKE-TV

SAFETY AND LAW ENFORCEMENT

Cincinnati—Signal 3—WLW-T
Columbus, Ga.—Operation Courtesy—WRBL-TV
Lubbock—Traffic Report of the Air—KDUB-TV
St. Joseph—Big Jim and His Deputies—KFEQ-TV

RELIGION

Springfield, Mass.—Chalice of Salvation—WWLP

FARM AND CONSERVATION

Amarillo—Cotton John's Farm and Home—KGNC-TV
Cedar Rapids—Weather, Markets, and Farm News—
WMT-TV
Chicago—Farm Report—WBBM-TV
Detroit—Michigan Outdoors—WWJ-TV
Ephrata—Moses Lake—R. F. D.—KBAS-TV
Evansville—Best in Hunting—Best in Fishing—WTW
Florence, S. C.—Southeast Almanac—WBTW
Memphis—Mid-south Today—WMCT
Oklahoma City—Farm News and Markets—KWTW
Philadelphia—Bill Bennett Show—WCAU-TV
Roanoke—Farm and Home—WSLS-TV
Shreveport—The Ark-La-Tex Farmer—KSLA-TV
Wilmington, N. C.—Farm Beat—WECT
Winston-Salem—On the Farm—WSJS-TV

HEALTH AND SOCIAL PROBLEMS

Birmingham—What's Your Problem?—WAPI-TV
Columbus, Ohio—Juvenile Judge—WBNS-TV
Detroit—Youth Bureau—WXYZ-TV
Hartford—To Live Tomorrow—WTIC-TV
Los Angeles—Divorce Court—KTTV
Los Angeles—Youth Court—KTLA
Miami—To Smoke or Not to Smoke—WTJ
Omaha—The Matter of the Heart—KETV
San Diego—TV-8 Reports: "The Sex Offender"—KFMB-TV
San Francisco-Oakland—Doctor's News Conference—
KTVU

ORGANIZATIONS AND SERVICES

Abilene, Texas—Dateline, Abilene—KPAR-TV
Alexandria, La.—Almanac—KALB-TV
Amarillo—New Ideas—KGNC-TV
Atlanta—Today in Georgia—WSB-TV
Atlanta—Two Belles—TV Edition—WAGA
Cadillac-Traverse City, Mich.—Scope—WWTV
Cape Girardeau, Mo.—Breakfast Show—KFVS-TV
Columbus, Ohio—Morning Show—WTW-TV
Harlingen, Texas—Table Talk—KGBT-TV
Kalamazoo—Feminine Fancies—WKZO-TV
Manchester—Revue Francaise—WMUR-TV
Mobile—Woman's World—WKRG-TV
Monroe, La.—Clearing House—KNOE-TV
Norfolk—All-Navy and All-Air Force Boxing Shows—
WAVY-TV
Norfolk—Story of the Peanut—WAVY-TV

nel 10 is a half-hour Sunday program that focuses attention on such problems as saving a local industry and improving slums, parks, libraries, and the state hospital.

KQTV, Fort Dodge, Iowa, has a program titled *Calling Ed Breen* which presents two-way telephone conversations on local affairs, and has covered such diverse subjects as garbage collections, pension checks and a new government building.

WOOD-TV, Grand Rapids, builds 95% of its *Unit 8* programs around its mobile unit which has taken station crews and cameras to a migrant worker camp, a home for unwed

mothers, and a small town weekly newspaper.

WKBT, La Crosse, devotes about half of its *Coulee Crossroads* show to farm problems. KABC, Los Angeles, has in *770 on Tv* a discussion and interview show which is the oldest labor-sponsored tv program in the world. WFIL-TV, Philadelphia's *Eyewitness* gives on-location film reports in such local problems as beatniks, drug addiction, mental health, and transportation.

Comment on WOAI-TV, San Antonio, combines capsule news and a short editorial into a five-minute late evening program presented seven

days a week. *Channel 9 Reports* on KVT, Sioux City, is a monthly half-hour documentary.

In the field of "Literature and the Arts," sponsored shows include *On Stage*, presented by KBAS-TV, Ephrata-Moses Lake, Washington, feature a series of original tv plays written around dramatic and historical subjects of local interest.

The Kansas City Hour on KCMO-TV presents monthly telecasts of the Kansas City Philharmonic Orchestra, while WFBM, Indianapolis, has had sponsored programs of the Indianapolis Symphony. WWL-TV,

(Please turn to page 63)

SPONSORS BACK 14 TYPES OF PUBLIC SERVICE SHOWS

Parkersburg—Pulse of Industry—WTAP-TV
Peoria—Blue Ribbon Movie Intermission—WMBD-TV
Peoria—Fiesta Days—WMBD-TV
Plattsburgh—For You, Madame—WPTZ-TV
Roanoke—Saturday Show—WSLS-TV
St. Joseph—You and Your Home—KFEQ-TV
St. Louis—The Charlotte Peters Show—KSD-TV
St. Petersburg-Tampa—Let's All Sing—WSUN-TV
Salinas—La Hora Mexico—KSBW-TV
Salinas—Town Topics—KSBW-TV
Sioux City—Club Hi-Lites—KTIV
Topeka—Rush Hour—WIBW-TV
Weslaco, Texas—Boy Scout Camporee—KRGV-TV
Wilmington—Military Log—WECT

PRACTICAL ARTS AND SKILLS

Charlotte—Betty Feezor Show—WBTV
Charlotte—The Sportsmen—WSOC-TV
Chicago—Creative Cookery—WBKB
Denver—Weekend Gardener—KLZ-TV
Durham—The Peggy Mann Show—WTVD
Evansville—Things that Grow—WTVW
Green Bay—Marianne Show—WFRV
Greensboro—Second Breakfast—WFMY-TV
Huntington—Garden Club of the Air—WSAZ-TV
Los Angeles—Art for the Fun of It—KTTV
Los Angeles—Gordon's Garden—KABC-TV
Los Angeles—Square Dance Party—KHJ-TV
St. Joseph—Back in Your Own Backyard—KFEQ-TV
Sioux City—You and Your Dog—KTIV
Spokane—Community Profile—KREM-TV

Utica—Good Living—WKTU

Washington, D. C.—The 25th Hour—WTOP-TV

Wichita—Gard'n-wise Show—KAKE-TV

GENERAL ADULT EDUCATION

Burlington—You Can Quote Me—WCAX-TV
Chicago—At Random—WBBM-TV
Denver—On the Spot—KLZ-TV
Denver—Panorama—KLZ-TV
Detroit—George Pierrot Presents—WWJ-TV
Detroit—World Adventure—WXYZ-TV
Durham—Reading Program—WTVD
Durham—V. I. P.—WTVD
Nashville—Noon—WSM-TV
New Haven—Yale Reports—WNHC-TV
New Orleans—Lsono Profile—WWL-TV
Phoenix—World at Large—KPHO-TV
San Francisco—William Winter Maps the News—KGO-TV
Seattle-Tacoma—Exposure—KTNT-TV
Shreveport—Dateline: Shreveport—KSLA-TV
Steubenville—Tel-All—WSTV-TV
Tucson—Desert Trails—KOLD-TV

EXPLORING NEW PROGRAM AREAS

Cedar Rapids—Seven Ages of a City—WMT-TV
Los Angeles—Expedition!—KCOP
Oklahoma City—Oklahoma Heritage—WKY-TV
Pittsburgh—Pittsburgh Cavalcade—WIIC
St. Louis—St. Louis—City of Flight—KSD-TV
St. Louis—That Fabulous Summer—KSD-TV
San Diego—Target, USA—KFMB-TV



Tv close-ups suggest Prell's selling points



PRELL commercial from B&B uses slow-motion throughout as visual aspect carries burden of sell

Is slow-motion next tv commercials trend?

If it's occurred to you there's a noticeable rise in the number of in-slow-motion commercials on tv recently it's not your imagination. (Don't be surprised if it's the beginning of a trend.)

Two of the brands using slow-motion commercials—Prell and Zest—come out of the Benton & Bowles shop. They are both, of course, products of P&G, often a bellwether in video.

Of the two, the Prell films are the most arresting and significant. A brace of Prell commercials, turned out by Transfilm-Caravel, are not only in slow-motion in their entirety but are also in extreme closeup throughout. Furthermore, they contain only 47 words each—roughly one-third the average amount of copy found in the usual one-minute tv plug.

The basic thinking behind the use of slow-motion is not startling but augurs well for the future of tv advertising. It is that the burden of he sell should be visual rather than verbal.

The B&B group that conceived the commercials (Ted Okon was the agency producer), sought to put across the point that Prell concentrate shampoo leaves the hair silky, soft, graceful and expressive. Rather than emphasize this in words, B&B resorted to the film camera to see if these points could be made pictorially.

Transfilm-Caravel's technicians under Peter Griffith shot 27,000 feet of film, which, T-C said, is about five times the usual amount of footage that would be shot under normal conditions. The large quantity of film stock was made necessary by the wide variety of combinations in lighting, camera lenses, filters, special effects, etc., used in the tests. However, except for dissolves, none of the special effects were made in an optical printer, but were done by the camera itself.

Background music in both commercials is sensuous but scored differently. One commercial has two guitars. The other has an unusual combination of French horns, bongo drums, harp, flute, drums, trumpet, violin—in addition to human voices. Copy in both commercials, written by Nita DeBerg, is identical. The musical director was Roy Eaton.

Neither of the commercials shows a full head or, interestingly enough, a full head of hair. Except for perhaps one shot it would be hard to identify the model, who was chosen from a field of 150 for her special combination of hair and facial characteristics.

The B&B creative group is convinced that, in addition to helping sell beauty products, slow-motion photography, well-conceived and integrated music and minimal copy can benefit food products, too.



The author of this article is Bruce R. Bryant, vice president and general manager of CBS Television Spot Sales. In it he takes issue with agency timebuying practices detailed in two recent SPONSOR stories. Both stories involved—though in different ways—the ever-present headache engendered by the time consumed in contacts between buyers and sellers of air media.

In the 12 September issue of SPONSOR, back-to-back articles described new systems instituted by two separate advertising agencies in an effort to "streamline media-agency relationships." The Stories were, "New Relief for Old Time Squeeze," which described the method employed by Fitzgerald Advertising, New Orleans, and "Don't Call Us—We'll Call You," which presented D. P. Brother's closed door buying policy in Detroit. Being a firm believer in vocal and visual station representation, I would like to take issue with these practices.

Many of the reasons set forth favoring a locked-up system of buying are undoubtedly valid. There is no question in my mind but that, particularly during the heavy buying seasons, media buyers are hard pressed for time.

They certainly do not have time to see media representatives who have nothing important to say. At the same time, when buying is hot and heavy, a media representative that does not have a concrete, valid proposal to make is wasting his time, too.

Since television and radio are such dynamic media, can a system that

'Those two SPONSOR articles were wrong'

- Bruce R. Bryant, head of CBS Tv Spot Sales, takes issue with practices screening buyer-salesman contacts
- Rep executive says business moves too fast for plans which restrict the flow of day-to-day information

restricts the flow of vital day-to-day information operate to the benefit of the agency and client? Isn't this an invitation for inaccurate availabilities and opening the door for prospective—"maybe this high-rated spot will be available when you buy"—presentations? In a media that moves as fast as spot tv, a method of speeding up the buying process would be of more

value than one that slows it down. Let me take one point to illustrate my case: The D. P. Brother agency of Detroit has instituted a system whereby, after the availabilities have been received, the timebuyer goes into seclusion, completely out of contact with the representatives for a week. During that time he makes his buying decisions and has them transmitted

HOW GOOD SPOTS CAN BE LOST

Chart below shows rate at which prime 20-second availabilities are sold on a CBS Television Spot Sales station. Ratings shown are the average for a year

WEEK ENDING		7/25	8/1	8/8	8/15	8/22	8/29	9/6	9/12
DAY & TIME	RATING								
Thu 10:15	20.8	X	sold						
Thu 10:15	20.8	X	sold						
Wed 10:15	19.5	X	sold						
Wed 10:15	19.5	X	sold						
Fri 9:00	16.0	X	sold						
Sat 7:30	22.8	X	X	X	sold				
Fri 9:30	17.2	X	X	X	sold				
Thu 7:30	12.2	X	X	X	sold				
Fri 8:30	13.8	X	X	X	X	sold			
Mon 7:30	19.6	X	X	X	X	X	sold		
Fri 7:30	14.3	X	X	X	X	X	sold		
Wed 7:30	8.6	X	X	X	X	X	X	sold	
Tue 7:30	14.8	X	X	X	X	X	X	X	sold
Total Available:		13	8	8	4	5	2	1	0

to the representative via his secretary.

I suggest that this methodology presents at least two basic problems: First, when the representative is asked for availabilities he is faced with the problem of presenting a schedule that, he hopes, *will* be available next week. Perhaps there is a choice spot, currently sponsored, with an expiration date that would, if the client cancels, add greatly to the schedule he has to offer. At that moment he does not know whether the advertiser will renew his schedule or not.

Does he include it in his list of availabilities? If he doesn't, he may not be considered. If he does, it may not be available. Or, if he is a little unscrupulous, he can list spots that he *knows* will not be available. When you order next week he'll express great regret that that choice spot is no longer available—"however, I have one that's almost as good, etc."

The second problem, and more prevalent, is the fact that availabilities do disappear fast on a station in demand. The box shows a list of prime time station breaks that were available on one of the stations represented by CBS Television Spot Sales. Average ratings for a one year period are also shown. (Ed. note: See chart, page 40.)

As you can see, if our salesmen offered a list of availabilities on 25 July and the buyer sat in seclusion until 1 August, and then placed his order—he'd be out of luck. He would now have to re-evaluate the availabilities of the other stations in the market to see if they were as good as, or better than, what was now available on our station. And, of course, the availabilities on the other stations would have changed in the interim, too. It looks to me like he's right back to where he was a week ago.

New techniques for efficiency will always be developed. Time and costs must be saved wherever possible, but if the streamlined procedures cause an agency to miss outstanding opportunities which develop at the last minute, the client suffers. I am all in favor of any new technique that will make the job of selling and buying easier and more efficient, but if I can cast only one vote, it has to be for *xtra effort!*



FOUR-STAR PANEL of editors (l-r), George Minot, 'Boston Herald,' Erwin D. Canham, 'Christian Science Monitor,' David Brickman, 'Medford Mercury,' 'Malden News,' and C. Edward Holland, 'Boston Record' go to bat on local, national issues on Star Markets-sponsored tv show

PUBLIC SERVICE SWINGS BIG SALES FOR CHAIN

In the past decade a Boston food chain has been setting a strong precedent for local tv advertisers.

Back in 1950, the chain—Star Markets—which at that time owned five stores in suburban Boston, decided to take its first plunge into tv. Its program choice: *Starring the Editors*, a then new public service-type news panel show scheduled on WBZ-TV during the "intellectual ghetto" Sunday 5:53 p.m. slot. Sound like a poor choice? Perhaps, but contrary to what might have been expected Star Markets sales have since zoomed from \$12 million to some \$70 million, and this largely due to tv.

If a detailed account were drawn up, the whys and hows of Star Market's success with this type program, it would read like this:

Once Star Markets was sold on trying tv, it convinced a number of its food suppliers to join the campaign with co-op funds. Choice of program was based on cost and purpose of campaign: It was felt *Starring the Editors* offered low cost local television (\$2,000 weekly) with built-in prestige value. Featuring four distinguished news editor panelists—Erwin D. Canham, editor, *Christian Science Monitor* and president of the U. S. Chamber of Commerce; George Minot, managing editor, *Boston Herald*; C. Edward Holland, assistant managing editor, *Boston Record*; and

David Brickman, publisher and editor, *Medford Mercury* and *Malden News*—the show concerns itself with an analytical appraisal of vital local, national and international events.

Commercials include an opening and closing 10-second, one 40-second and a 40-second for each co-op advertiser.

An interesting side-effect of the public service tv venture, in addition to Star Markets' sales and store growth (it started with five outlets in suburban Boston, today boasts 19, 12 in Massachusetts, 7 in Rhode Island) is the boost it's given to the chain's suppliers. Typical examples include William Underwood, canned meats, which showed a 57% increase in four weeks); American Home Foods—132% in three weeks; Victor Coffee —35% in 10 weeks. And all of these suppliers report the Sunday program has stepped up product sales not only in Star Markets, but in stores over a 100-mile Greater Boston area.

Summing up the value of a public service tv program for retailers, Star Markets' vice president Harry Sandler says, "We have found a successful formula for low cost local market television and have been proving it for 10 years. We recommend the formula to other groups who believe as we do . . . that the greatest secret for doing business in a community is to associate closely with it . . ."



A TELEVISION ADVERTISING DOLLAR WELL SPENT

Sell Western Montana
At \$1 per 1,000 TV Homes

- ★ 9 OUT OF EVERY 10 TV HOMES view only KMSO-TV in Far-Western Montana. Captive Audience in 90% of the area.
- ★ 7 CITIES ENJOY KMSO-TV's Best Lineup of CBS, NBC, & ABC programs in Montana. Missoula, Butte, Anaconda, Helena, Hamilton Deer Lodge, and Kalispell.

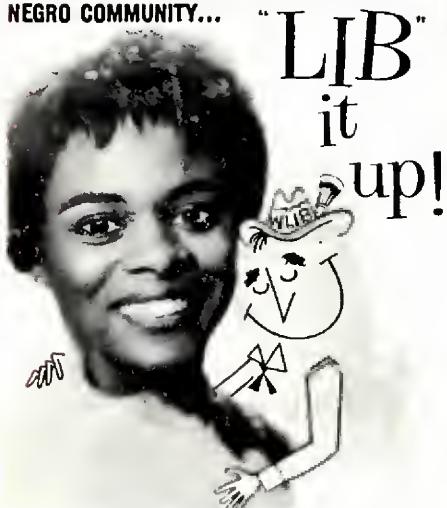
60,300 TV HOMES

CBS • NBC • ABC



NATIONAL REPRESENTATIVES
FOR JOE-TV, INC.

BEST WAY TO EMBRACE THE NEW YORK
NEGRO COMMUNITY...



When it comes to reaching the enormous Negro Community of greater New York, time buyers sum up their strategy in three little words: "LIB IT UP" The reasons are simple. Whether you sell a LIBation or appeal to the LIBido only WLIC can do the effective job.



SPOT CARRIERS

(Continued from page 29)

shows 35 seconds early, were answered as one by CBS: "CBS Television already provides specific places in its daytime schedule where affiliates may schedule one-minute announcements, by the device of eliminating 30-second breaks in the middle of a half-hour program and adding them at the end of the show."

Explaining its policy on Point Three, NBC noted that "affiliates currently have an average of 40 one-minute availabilities per week between and adjacent to daytime network programs for local sale. In addition, a substantial number of 30-second station breaks are available within programs.

"It is our information from major market affiliates," continued the NBC spokesman, "that a substantial potential in 10 and 20-second spot sales exists and such stations therefore desire the retention of the 30-second mid-program breaks."

(ABC allows 60 seconds between nearly all daytime programs.)

NBC's comment on Point Four: "It should be noted that ABC provides a significantly lesser number of mid-program breaks which are highly salable in major markets."

To Point Five, suggesting mid-program breaks or 40 seconds on either end, CBS pointed out that "when a full hour show is sold to two half-hour sponsors, a break is provided. A single sponsor buying a full hour show is entitled to an hour uninterrupted by local commercials."

NBC gives a complete explanation with its stand: "The genesis of the station break is the FCC rule requiring that each television station identify its call letters a minimum of once per hour. As network operations developed, this identification which need be audio only, expanded to 30 seconds in order to permit time for local sale as well as identification.

"The networks went a step further," declared the NBC source, "by establishing a practice of station breaks between all programs creating further local availabilities. Several seasons ago, programs were predominantly a half-hour in length, establishing a certain volume of station break availabilities on which stations could base operating budgets and sales efforts.

"As the pattern changed to a larger

number of one-hour programs, NBC recognized the need to maintain substantially the same volume of local sales opportunities and therefore provided mid-program station breaks within one-hour programs where they were multi-sponsored.

"It is our firm position that there should be no other advertising which interrupts a one-hour program sponsored and paid for by a single advertiser; nor do we believe it is proper to ask such advertisers to relinquish additional time from their 60 sponsored minutes to permit additional local advertising at the conclusion of their program."

On the Sixth Point, calling for two 20's between nighttime programs NBC stated flatly that "we do not believe that additional time should be taken away from the network advertiser who supports the medium in order to permit 40 seconds of local sale availability between programs.

"Network programming is the foundation of the television industry. It is supported by network sponsors and it is improper to suggest that the effectiveness of their advertising be even in the slightest reduced by a reduction in their program time, no matter how small, or that additional product or service messages be introduced adjacent to their programming which vie for the viewer's remembrance in conflict with the impression that the network advertiser is seeking to make."

CBS, concurring, merely declared: "Absolutely, no!"

On the final point, which calls for local sale of unsold minutes on a recapturable basis, CBS asserted that "we do (permit this) from time to time when feasible, where we have the right insofar as our agreements with the packager and sponsor are concerned."

NBC explained that "prior to the fourth quarter of 1960, NBC made available to its affiliates unsold minute positions in network daytime shows. This availability was eliminated at the suggestion of the affiliates' board of delegates, since the board felt that such stations did not desire to be burdened with a co-op fee which it was necessary for the network to charge in order to recover its network program costs.

"Currently," NBC explained, "we (Please turn to page 44)



Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES

the *Plus* of facilities

Varied, creative programming demands full, flexible facilities. The influence of WBT's superior facilities in producing a plus of audience is indirect but indispensable to advertisers.

WBT adds up!

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE

SPOT CARRIERS

(Continued from page 42)

make available a minimum of four minutes per week within prime evening time programs for local sale for which a modest co-op fee is charged to help defray the network's investment in programming."

(ABC allows its stations to sell all minutes on a two-week recapturable basis.)

The reactions of station men not involved in the drafting of the plan were practically unanimously favorable. The only disagreement heard by SPONSOR was that the proposal did not go far enough. As one sales manager put it, "Why are we asking for 40 seconds? That has to come in time anyway. We need 60 already, because advertisers want minutes. My major concern now is the network is selling its minutes against my minutes."

"In my opinion," a West Coast general manager stated, "revisions should be made by allotment of more time on the station break, with a firm stipulation only two spots would be used on the chain break; and do away entirely with product protection."

Another point, the question of placement of commercials and credits within network programs, was brought up by the sales manager of a leading station group. His suggestion: "Networks should be requested to re-evaluate the number and placement of opening and closing commercials, cross-plugs, hitchhikes, credits, and promotional announcements *within* network programs with a view to enhancing the effectiveness of such advertising and relieving stations of much misdirected public criticism due to multiple messages.

"Network advertiser practices," he contended, "are equally responsible with stations for such reaction—since the over-all effect on the viewer is identical."

Another Midwest affiliate operator stated, "My station has informed the network that it is our intent, but not our obligation, to guarantee product exclusivity with regard to network commercials."

"Let the advertiser fight it out with the network," said one station sales manager. "We must tell the network, 'Gentlemen, if you're going to sell this way, I cannot protect everything. I refuse to give up the right to make money.'"

GROWTHMANSHIP IS A SOMETIME THING...

The figure-filberts at the census bureau say that after ten years of grinding by those monster machines they keep on the leash up in Washington, the golden answer has poured forth:

Columbia, South Carolina, is the state's biggest metropolitan area

Don't take my word for it, old nose-counter. Ask Lemuel K. Crasswinder, assistant bureau chief in charge of hobbies for wandering IBM machines. He'll tell you Columbia's up 257,961 people, an increase of 38.1%, and that this makes Columbia also the

second biggest metropolitan area in both the Carolinas, as well

second only to Charlotte, with 270,951. Well, as old Wade Hampton used to say, people is power—buying power, I say, nearly a billion and a half dollars in disposable income, all reached by that 1,526-foot tower—close to the whole state for one easy buy. That's WIS-TV: **the major selling force of South Carolina**

WIS-TV
NBC/ABC
COLUMBIA, SOUTH CAROLINA

a station of
THE BROADCASTING COMPANY OF THE SOUTH
WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.

It's a habit...



watching KMJ-TV in FRESNO (California)

There's only one way to build the kind of viewer loyalty KMJ-TV has—and that's with quality programming. Programming which presents a pleasing balance of top network shows, excellent local productions, the best film library including MGM releases and leading syndicated shows. For every program category, Fresno area viewers tune to KMJ-TV first and leave their dials set longest.

KMJ-TV
McCLATCHY
BROADCASTING
COMPANY
first TV station in
the Billion-Dollar
Valley
of the Bees



THE KATZ AGENCY, NATIONAL REPRESENTATIVE

RADIO RESULTS

BOTTLED GAS

SPONSOR: Suburban Propane Gas Service

AGENCY: Direct

Capsule case history: Suburban Gas Service, one of North Carolina's leading gas distributors, offered free installation of their bottled gas on a special, short-term saturation schedule on WWNC. Five spots a day were aired six days a week for four weeks. This was the kick-off of the gas service's spring campaign. So successful was the promotion that the schedule was extended two more weeks, and then one more week. In a letter to WWNC, Wayne B. Norman, district manager of Suburban Propane Gas Service, said: "As I previously told you regarding the success that we had in our spring campaign over WWNC, we have used other media in numerous markets, but at no time have we been able to pinpoint the direct sales from these as we have from the spring schedule on your station. I am happy to say that we have again selected WWNC for our fall campaign." The autumn approach also will be four weeks in length. WWNC receives the bulk of the gas company's advertising budget for fall.

WWNC, Asheville

Announcements

REAL ESTATE

SPONSOR: Healy Homes Dutch Village

AGENCY: Louis Crandall & Associates

Capsule case history: Louis Crandall & Associates, advertising agency of Phoenix, placed a schedule for its client Healy Homes Dutch Village on KRIZ. Its effectiveness was so outstanding that the agency was able to prove to the client beyond any doubt the advisability of concentrating the budget on KRIZ. Last Memorial Day weekend, Crandall bought 58 announcements on the station for Dutch Village \$12,900 homes. No other advertising was used. The campaign paid off for the Dutch Village with results the real estate firm had not previously received from other advertising. Comparing it to the results it received the weekend before when almost a quarter-page ad was run in the daily newspaper, the KRIZ advertising produced twice as much traffic. But most important of all, it brought the caliber of people who had the money to invest and were not just window shopping. As a result, the Dutch Village became a regular KRIZ advertiser, using basically the same heavy weekend schedule.

KRIZ, Phoenix

Announcements

DEPARTMENT STORES

SPONSOR: Sears, Roebuck & Co.

AGENCY: Direct

Capsule case history: Sears, Roebuck & Co. had a two-day warehouse sale at its warehouse in Watertown, New York. Highlight of the Monday-Tuesday sale was "Crazy Night," which the store promoted in all Watertown media: WWNY radio, newspaper, and television. Because the special sale was held on a weeknight and since it took place at the warehouse, all traffic attracted to the outlet had to be a result of the advertising schedule. To determine which media was most effective for future campaigns, Sears' manager conducted a survey of the customers. Of all three media, radio scored the best. WWNY, the only radio station used, produced 31% of all the traffic, even though it received only 20% of the total campaign budget. Newspaper, which received 60% of the total budget, was not able to turn out an equal percentage of customers. Sears reported that "it was obvious that WWNY delivers a higher return for dollar invested than any other medium that we've used here."

WWNY, Watertown, N. Y.

Announcement

AUTOMOBILES

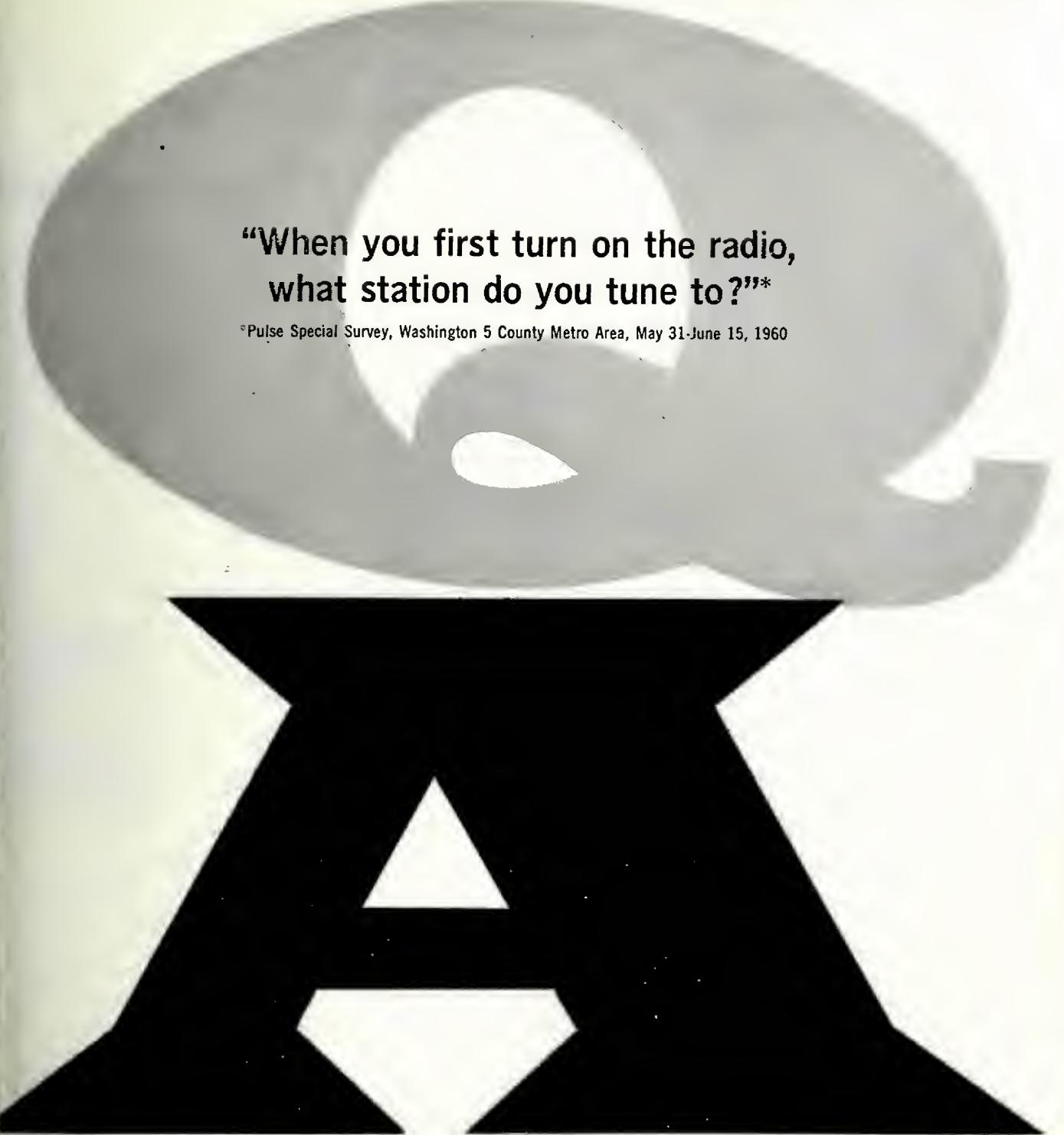
SPONSOR: Coyer Motor Co.

AGENCY: Direct

Capsule case history: The Coyer Motor Co. of Scranton recently renewed its schedule on WGBI for its 26th consecutive year. Coyer's radio advertising started back in the day of the first loud speaker. For more than 23 years, it has sponsored *The Coyer Show*, a half-hour Sunday afternoon musical program conceived by WGBI, which has become synonymous throughout the area with Chrysler products. During this period the advertiser has tried all of the other advertising media and has carefully checked results. It has found that WGBI has been the most productive through the years. Nick Coyer, its president, considers WGBI an integral part of his advertising, and feels that the station has been a key factor in the tremendous growth of his agency in departments, new cars, used cars, and the service division. The Coyer agency attracts customers not only from Scranton but from the entire northeastern Pennsylvania area, through a reputation that WGBI helped to establish over the years.

WGBI, Scranton

Program



"When you first turn on the radio,
what station do you tune to?"*

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

WWDC FIRST. Greater Washington, D.C. radio listeners tune us first in preference over the 16 other stations in the market. Let us help transfer this instinctive preference to your product.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

What are the latest trends in local live tv kid s

**William D. Pabst, general manager,
KTVU, San Francisco-Oakland**

In the San Francisco Bay Area, children's programs are evolving into more personality-type shows, depending less and less upon cartoons.

At KTVU in particular we are increasing our children's programing in the coming weeks with two more personality-type shows. One, utilizing



More personality type shows taking hold, depending less on cartoons

ing marionettes, teaches youngsters humane education through entertaining stories.

The other, a juvenile talent show, will offer contestants \$1,000 in scholarship funds for higher education.

KTVU's practice has been to build a strong local personality—not just a human splice between films—who not only sells the products but entertains and informs as well.

Parents are becoming more and more selective in viewing for their offspring. While many still use tv as an electronic baby sitter, more and more are becoming aware of the role television plays in the leisure hours of the youngster. We have found that by adding informational elements to pure entertainment shows—good health tips, library book reviews, current events—we build parental support for Channel 2 programs. And the mail from parents proves the children do learn, despite the fact that we don't label the process "educational television."

KTVU has been cited for its informational children's programing by such varied organizations as the United States Air Force, local health agencies, and youth activity groups. Carrying out the belief that children can be "doers" as well as viewers, KTVU organizes and sponsors little

league baseball units and boys' marching teams. Creative games and projects, we find, get more child viewer response than do purely "give away" gimmicks. In a recent KTVU creative arts contest, more than 8,000 youthful enthusiasts submitted drawings, sculptures, collages, mosaics and craft items. Many were suitable for continued display.

KTVU programs its share of filmed half-hour children's shows, including the outstanding *Huckleberry Hound* and *Quick Draw McGraw* series, but feels that local personalities who know the needs of youth and like children as people can carry programing one step further and bring forth participation as well as entertainment.

**Thomas S. Bretherton, executive vice president & general manager,
WTOL-TV, Toledo**

The most significant trend in local live kids programing is the movement *away from it*. As we see it the concept of the "live" wrap-up rather than the complete "live" format is the current direction. The trend is nothing new, of course, but these supplementary "live" personalities are being merchandised in ways which are reaping rewards for those stations and sponsors interested in reaching young television audience.

Particularly, in the first few months of his development, the success of a children's personality hosting a half-



Live wrap-up rather than complete live format is current direction

hour film presentation is especially interrelated with the strength of his program material. It follows that management must provide the highest quality and strongest film offerings available. With this spadework

accomplished it's possible to build a personality so strong and so acceptable that his association with new program material in the future will achieve almost immediate acceptance for them. He must be good at the start but let's call his special long-term appeal "accrued popularity."

Also, and very important, is the fact that the live personality can become a force for good by virtue of his popularity. There should be enough time in his "live" segment for discussion of traffic safety, health habits, study habits—topics which make the television personality and his program an asset in the development of his young viewer.

The specific live personality should be used to take an active on-the-air interest in many community projects. WTOL-TV, for instance, co-sponsored the Toledo Soap Box Derby this past year. Registrations were moving slowly until we gave the on-the-air recruiting job to Mr. T., host for our Monday through Friday children's programing. The day after his first announcement the youngsters began to flock to the registration booths. Mr. T was the chairman of our Huckleberry Hound for President Rally at the Toledo Zoo which drew 45,000 people; he supports community projects the year-round—building a very favorable image for the station and participating sponsors while doing a remarkable job of selling merchandise.

The movement away for full-time "live" program structure in this particular children's area does not by any means presage the decline of local program facilities and local program fare. Rather, it reflects the excellent quality of the offerings which syndicators and sponsors are bringing into local markets today.

**Robert M. Joyce, program director,
WMTW-TV, Portland, Maine, Mt. Washington, N. H.**

An important trend in children's shows, from our viewpoint at

shows?

WMTW-TV, Portland, is that a more mature attitude towards the production, presentation and content of children's shows is slowly developing.

It is developing mainly because the American children today are becoming more sophisticated from constant exposure to the world around them and if television is to stay abreast of this trend it must develop a more mature approach to its future programming projects.

We have found at WMTW-TV that the children's shows today can no more talk down to its audience than

*Programming
more mature,
bug-eyed,
gee-whizzing
m.c. on
way out*

the adult programs can. The bug-eyed, "gee whiz" approach with its cliches—"did we all brush our teeth today"—"let's all look at our fingernails"—we believe is on its way out. The parents of the children certainly do not talk like this at home so why should the tv people use this sacharine approach on their children's shows?

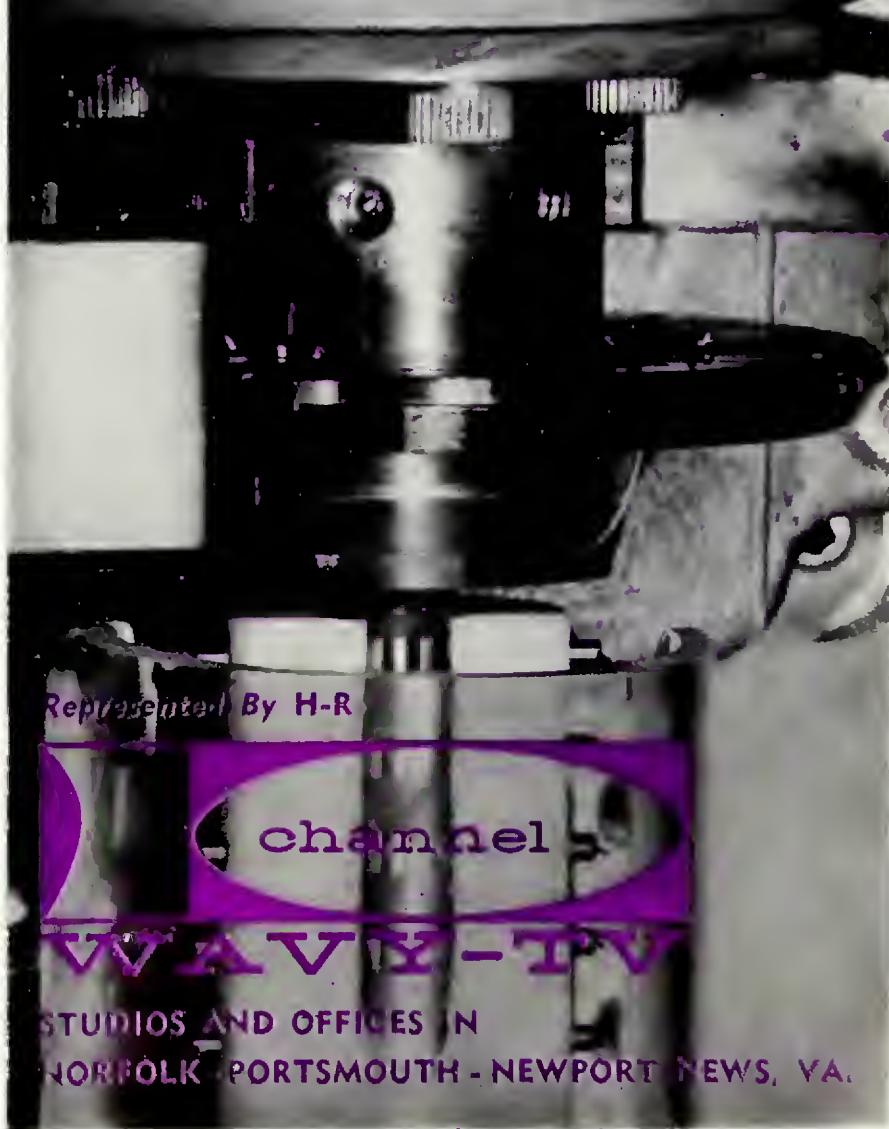
If the children in the tv audiences are given an intellectual challenge, no matter what the age group, they will respond enthusiastically. Here at WMTW-TV we have found the children's audience to be the most responsive audience we deal with, and if we develop programs that will help them develop mentally we will have achieved an important step in truly creative television. And we also will have been instrumental in developing an audience of loyal and interested youngsters.

We have become aware of an interesting reaction to one facet of programming for children and it is one we feel should be extremely important to all broadcasters and sponsors of children's shows.

(Please turn to page 64)

This is a Television Tape Recorder... This is WAVY-TV

Two RCA television tape recorders are used at WAVY-TV to produce sharp, clear, tight, high quality programs. They enable the WAVY-TV program department, at their leisure, to produce top quality commercials and programs; to insure the peak in good television viewing, and commercials that sell.



SHIPMENTS

(Continued from page 32)

directly to the store buyer rather than through a broker, thus avoiding a commission.

And even if a manufacturer ships through brokers and wholesalers, some of them don't keep accurate, easy-to-analyze records even though the trend is in the direction of automation so that a simple punch-card and push-button system delivers a card with the needed information.

But even small companies—admen say—know *basically* if not *exactly* where the sales come from. They as well as their larger colleagues pay close attention to two factors: where the sales are now and where they are potentially.

Says Heaston of Gardner: "The market list, as drawn by the marketing people in cooperation with the plans board and the account group, is a balance of sales and potential.

"Potential is determined from study of a variety of information sources—*independent surveys or organizations, media groups, government units, the client's records, those of his competition and of the indus-*

try generally. This is where marketing probably plays its biggest role. The compilation of this market list then gives direction for the media department."

Media usually is consulted after the market list has been selected, with the media executive giving his appraisal as to revisions or additions. The agency men point out that frequently station sales and management executives don't seem to grasp that compilation of the list is "not haphazard" and—as one put it—"We don't add Denver because we're really in love with the town! It serves a marketing need . . . period."

Admen charge that stations—in making these allegations—are taking a defensive tack, or using the subject of wholesale-retail distribution as a "talking point." Commented one v.p.: "Station men use this as a talking point and then go into a pitch. Broadcast is more promotional than anything else, and sometimes a little bit careless about detail. What they want is the order, not the fact!"

As station people become more marketing-oriented, however, they comprehend the need for and processes of finding such facts as in the

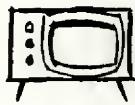
chart on page 33. This is an extract of a costly report from one of the Top 10 New York agencies. The analysis involves study of 66 basic cities receiving daytime network and night time tv commercials on behalf of a food product. Its labyrinthian detail is typical of an agency's market and media analysis.

Each quarter, the advertising agency compiles for each of these 66 cities the following information: cases sold per 1,000 people in that market; the ranking of cities (1, 2, 3, etc.) in terms of their total sales per capita; the number of households; the gross number of television impressions per home; the percent of sales based on the previous 12 months. These data are then related to the total number of commercial impressions and the costs-per-1,000.

Thus from one season of the year to another this client can trace precisely his case sales and total sales per capita in each of the markets in which he distributes. If Boston, for example, dropped from 31 to 20 the agency would take quick remedial action after analyzing the trouble. And if Raleigh rose from 17 to 46

(Please turn to page 60)

WRGB puts your MESSAGE WHERE THE SALE BEGINS

Sales begin long before sales are made, and WRGB  is there at the outset in the homes  and on the minds of the people  who can translate your message into sales.

Sales begin here, too, because more and more manufacturers are discovering the test-marketability of this Northeastern New York and Western New England audience. The thousands of engineers, skilled workers, farmers and their families who live here represent a wide cross section of preferences and tastes. And, the metropolitan, suburban and rural nature of this market further gives you an excellent sampling of modern America's living habits. But, what really makes sales begin here is that WRGB is the number 1 voice and picture in this area. Let WRGB place your message where sales begin. Contact your NBC Spot Sales representative.

WRGB
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY 



**BY
THE
NUMBERS**

These are the numbers that really count: advertisers who invest in the sales ability of a radio station.

On the left is a list of advertisers using AF RADIO when the new sound from Signal Hill started two years ago. On the right are the current accounts.

We think this growth is a result of our radio-to-be-listened-to policy ... programming that delivers active listeners to our advertisers.

Represented by



The Original Station Representative



AF RADIO ADVERTISERS
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CHANNEL 9

WTVM

COLUMBUS, GA.

- **A Great New Market!**

82% unduplicated audience on the only primary ABC station between Atlanta and the Gulf!

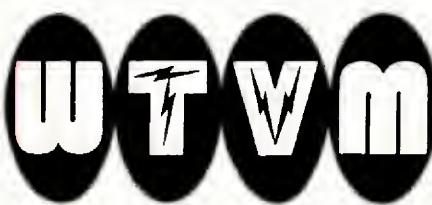
- **Top ABC Programs!**

Shows like Maverick, Cheyenne, The Real McCoys, Sunset Strip, Hong Kong, and The Untouchables.

- **The Best of NBC**

Programs like Wagon Train, The Price is Right, Huntley-Brinkley News and Perry Como . . . plus top syndicated programs.

CHANNEL 9



COLUMBUS, GA.

Call the man from
YOUNG TV!

Ask about
availabilities on
WTVC CH. 9
Chattanooga, Tenn.

The #1 night-time
station in
Chattanooga!



*National and regional buys
in work now or recently completed*

SPOT BUYS

TV BUYS

Standard Brands Inc., New York: Campaign for Tender Leaf tea begins 31 October in about 25 markets. Two and five-week schedules are being bought: two's are for prime time I.D.'s, about 10 per week; five's are for fringe night minutes and 20's, some prime and day about 10 per week. Buyer: Joan Ashley. Agency: J. Walter Thompson Co., New York.

Corning Glass Works, Corning, N. Y.: Adding to the 53 markets currently running for Corning Ware, Electromatic skillet and percolator. Prime and late night minute schedules start 31 October for six weeks, averaging six to 15 spots per week per market. Buyer: Arni Ramberg. Agency: N. W. Ayer & Son, Inc., Philadelphia.

Thomas J. Lipton, Inc., Hoboken, N. J.: Campaign on its soup starts 24 October in the top markets. Day and early evening minutes are set for 23 weeks. Lorraine Ruggiero buys at Young & Rubicam, New York. Out of SSCB, New York, other day and early evening schedules start this month for seven weeks on regular Lipton's Tea. Bob Anderson is the buyer.

Andrew Jergens Co., Cincinnati: Schedules start 7 November for three weeks for Jergens lotion. Day and night minutes and chain breaks in about 50 markets are being bought. Buyer: Bill Birkbeck. Agency: Cunningham & Walsh, New York.

Pharma-Craft Co., New York: Coldene schedules begin this month in about 25 markets. Night minute runs are placed through the cold season, to March in some markets. Media director: Bill Murphy. Agency: Papert, Koenig, Lois, Inc., New York.

RADIO BUYS

General Foods Corp., Jello-O Div., White Plains, N. Y.: Campaign for Jell-O pudding and the pie filling starts 24 October. About 30 markets get schedules of day chainbreaks, 15-20 per week per market. Buyer: Polly Langbort. Agency: Young & Rubicam, New York.

American Tobacco Co., New York: Buying one-week schedules in the top markets for Pall Mall starting 14 November and 15 December. Frequencies range around 50 per week per market, morning and afternoon traffic minutes and weekend spots. Buyer: Fred Spruytenburg. Agency: SSCB, New York.

Grove Laboratories, Inc., St. Louis: Schedules for Minit-Rub begin 7 November in a number of major markets, 9 a.m. to 4 p.m. minutes are being used for five weeks. Buyer: Bob Widholm. Agency: DCSS, New York.

Glenbrook Laboratories, Div. of Sterling Drug, Inc., New York: Campaign begins this month for Bayer Aspirin. Day minutes are being scheduled for 10 weeks, moderate frequencies. Buyer: Ronald Bobic. Agency: Dancer-Fitzgerald-Sample, New York.

**"Frankly,
I
didn't know
we were
that
good!"**



DIAL LING
IB-TV SAN DIEGO
IS SYLVANIA AWARD
tional Honors Go To Local
oorama" Series —
roduced "live" at S. D. Zoo

"Zoarama," Channel 8's eekly televised excursion in the San Diego Zoo, has captured top honors in one of the video industry's more important awards ceremonies.

The program was selected as the outstanding local children's series in the Sylvan Television Awards for 1959. The awards were announced today in New York.

The prize was made in recognition of the co-operative efforts of the station and the zoo staff in bringing to TV each Sunday afternoon a feature on the nationally famous Balboa Park animal display.

based ap-

The award was based specifically on one of the shows late last year which covered the children's section from entrance to exit. Bob Hower headed the segment which was the "Sylvania

KFMB 8 **TV**
SAN DIEGO

Represented by
Edward Petry & Co., Inc.
The Original Station Representative



A TRANSCONTINENT STATION

CHANNEL 8



Entire new TV series, "The Robert Hamidgi Theater,"
produced on Live Action "SCOTCH" BRAND Video Tape



WASHINGTON WEEK

CTC 1960
Cap. 1960
NSOR
ICATI INC.

The end of the headline-making House Commerce Legislative Oversight subcommittee was forecast in Miami by chairman Oren Harris: In a tv interview WPST-TV, the station whose license has been ordered revoked by the FCC following subcommittee revelations, Harris buried the group.

That this will likely be true, barring unexpected developments and regardless of the outcome of the election, has been foreshadowed by notice given unofficially to staff members look for other jobs. Members of the staff, other than those needed for drawing up the final report, have heard stories that their walking papers will come well before January.

Leading off with the scandals revolving around Miami channel 10, now occupied by WPSB, the group went into other channels, into other markets, and into other tv and radio matters. Payola-plugola and quiz show fixing were probably the most sensational.

If the subcommittee is actually killed, as now forecast, it will have set a record for ignorance of the purpose for which it was established. That, in case nobody remembers, was to look into the way administrative agencies interpret and carry out the laws under their jurisdiction.

The group still managed, through pressure of publicity on the FCC, to change the group rules for broadcasting. The end of the regulatory changes is in fact still not in sight.

The regular House Commerce Communications subcommittee will clean up the remaining pieces, such as the proposal to put networks under regulation and the proposal to make more difficult to buy and sell stations.

So-called trafficking in station licenses is still very much a live question over at the FCC.

Up for consideration are such proposals as a minimum time the station must be held after a construction permit is issued or a sale is approved, permitting other applicants to apply when the sale is considered, or screening station performance much more closely at sale approval time.

The Harris plans for next year remain as much of a mystery as ever.

He has promised daytime-only radio stations to consider their plea for longer winter operating hours over the protests of the clear channel and regional stations. He has promised to go thoroughly into the question of whether networks should be regulated. He has made many remarks which indicate he might like to reopen the question of subscription television.

Trouble with attempting to figure out what he will do lies in the fact that Harris has made many statements about future plans which haven't been fulfilled. Particularly in the field of legislation.

A Montreal speech prepared by FCC chairman Frederick Ford, but read for him in his absence by his special assistant James Sheridan, indicates that if a broadcaster editorializes he has a good chance of escaping FCC inquiries into his total performance.

The indirect suggestion came as the Commission was continuing to add to the list of held-up license renewals on 4-3 votes. Ford said that fair editorialization could be considered good evidence that broadcasters are consulting community leaders as the FCC has suggested that they do.

Ford indicated he felt the time might be ripe to call in broadcasters for conference about rules on what constitutes fairness in this field.

FILM-SCOPE

17 OCTOBER 1960
Copyright 1960
SPONSOR
PUBLICATIONS INC.

The migration of NBC executives into CNP now amounts to a virtual stampede.

Latest is James A. Jurist, whose appointment as CNP's business affairs director was announced by Herbert Schlosser, CNP v.p. and general manager, himself another NBC veteran.

Jurist's appointment follows hard on the heels of Carl Lindemann's appointment to the CNP programs v.p. post, announced by Alfred Stern, CNP chairman. (See FILM-SCOPE, 10 October.)

The persistent absence of CNP president Earl Rettig from any official role in making new appointments has led to continued speculation that NBC was considering his transfer to another post.

Insiders were wondering further who a successor to Rettig might be, if and when one should ever be named by NBC.

Meanwhile, CNP's competitors in syndication are baffled by NBC's wholesale measures in taking over its tv film subsidiary.

It's been pointed out that the counterpart network syndication arms, CBS Films and ABC Films, had chieftains appointed at least from related activities in distribution or broadcasting: Sam Cook Digges was manager of WCBS-TV, New York, and Henry Plitt was an AB-PT exhibition executive.

However, CNP's top executives have been fiscal, legal, and administrative men lately, without specific experience in film distribution, station operations, or agency-client procedures.

Hamm's Beer (Campbell-Mithun) will return to regional syndication via its 16 market buy in the far west of Screen Gems' Tightrope re-runs.

The deal was set through the syndicator in 14 markets and through stations that had already picked up the show in Los Angeles and San Francisco. Sale of Tightrope in syndication now totals 48 markets.

Brown and Williamson (Ted Bates) has already cleared 36 markets for Ziv-UA's Case of the Dangerous Robin and adding more.

The syndicator has kept pace in finding alternate week buyers in all markets so far, the last three being Burger Beer in Dayton, Central Hardware in St. Louis, and Old Milwaukee Beer in Grand Rapids.

Series sales totals 173 markets. (For latest sales, see FILM WRAP-UP, page 74).

Animated comedy shows for adults appear to be fairly successful in their ratings despite the mixed reactions of tv critics.

ABC TV's The Flintstones, first original animated adult series for nighttime tv, earned a 19.5 rating and 37.7% share in its premiere week, topping both its network competitors, according to Nielsen 24-market reports.

The show is produced by Hanna-Barbera and distributed by Screen Gems, the same team which has now closed a third national spot deal with Kellogg (Burnett) for Yogi Bear, a new series developed out of animated characters in Huckleberry Hound.

Yogi Bear will start for Kellogg on 130 stations in January in time periods now being held by re-runs of Woody Woodpecker.

The disappearance of the great number of small companies that used to inhabit film syndication is creating a new kind of pinch: a shortage of personnel reserves.

Time was when an abundance of companies meant a testing ground where talented men for middle and lower-middle echelon jobs could prove themselves.

Until recent seasons a department chief in syndication could always keep several names in the back of his head as men he'd like to hire away sooner or later.

But the disappearance of many minor companies created a new job psychology: **tenure replaced achievement as the goal for many tv film men when the number of possible employers dropped drastically.**

Today it's a frequent complaint that the reserves of bright younger men have vanished and tv film managers must compromise more and more when they hire.

What is a legitimate tax write-off period for a tv film re-run?

Internal revenue agents working out of Los Angeles are actively seeking a **reliable formula which could be logically applied to tv film series.**

The government's position is understood to be this: it's losing a lot of tax dollars which it feels it should be getting from tv film re-runs.

The problem in a nutshell is that re-run performance is hard to predict: some shows never go into additional re-runs either in network or syndication beyond the usual 39-and-13 cycle, while others like Lone Ranger, have had 11 network runs, or like Gene Autry, have had 20 syndication runs.

Film owners like to write off shows quickly while their prices are still high and **then to sell the whole package in a capital gains deal.**

There's nothing punative in the search for a new tax formula; it's merely that the government feels it's losing millions each year under the present one.

The suspense type of program is doing best of all general types of shows in increased audience in recent seasons, reports a Ziv-UA study.

Suspense shows increased 10% in the first six months of 1960 over 1959, while other types such as comedy, drama, westerns and quizzes dropped from 2 to 13% each.

The study was made public to help sales of Miami Undercover in syndication.

Tape men are now at odds with themselves over what kind of selling image to attach to their services.

The biggest enemy of the early companies in tape is the idea they themselves created: **that tape was fast and cheap.**

Now these same older tape companies are trying to argue against this, maintaining that tape's real virtue is **broadcast quality and production flexibility.**

At the same time new tape companies, like Henry R. Alexander's Video Tape Unlimited, Inc. of New York, have come into the picture with **tape and mobile tape bus facilities** and are selling the fastness and cheapness of tape as hard as they can.

NTA Telestudios reports that its recent six-months' billings were 59% ahead of the previous semi-annual period.

The video tape producer cited agency and advertiser acceptance of tape as the main factors in the increase.

It's now doing business through Ayer, Bates, BBDO, B&B, Burnett, Frank, Maxon, NC&K, OB&M, Sakel-Jackson, JWT, Carlo Vinti, and Y&R, plus others, and recent advertisers include Armstrong, Carter, DuPont, Gallo, GE, General Cigar, Heinz, Hudnut, Kellogg, Lambert, Lestoil, Lever, Miles, P&G, Reynolds Metals, Ruppert, and Speidel.

SPONSOR HEARS

17 OCTOBER 1960
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SPONSOR
PUBLICATIONS INC.

McCann-Erickson has replaced Y&R as the No. 1 agency on ABC TV's books.

What had made Y&R the network's top biller was the business it delivered at the beginning of Operation Daytime. Much of it is not there anymore.

Wrigley Gum's switch of its business from CBS to NBC Radio recalls the personal predilection of Phil Wrigley for certain types of programming.

In the earlier days of the medium it was shows with a patriotic flair or that glorified the small community and the wide open spaces.

His one exception: Myrt 'n' Marge, the saga of a couple of lower caste show girls.

Several agencies are showing a we-can-help-you interest in the meeting next week of the board of directors of the Pharmaceutical Manufacturers Assn.

The ethical drug houses have been taking quite a beating from the price investigation of the Kefauver subcommittee and prime questions before the meeting will be: (1) what policies do we pursue on advertising; (2) what can be done about refurbishing the industry's image.

The firms have cut back on their ad budgets and the line taken by the subcommittee has been construed by admen as basically an attack on advertising itself.

Where tv may fit in: a series of public service programs which would serve as a vehicle for the drug people to tell their side of the story to the consumer.

William Burke (Sheets) Miller came to NBC in June 1927 on a temporary assignment to publicize the network's coverage of the Lindbergh flight and he's still in harness.

Miller's job in recent years has been night executive officer at NBC, New York.

In any event he's been around the network longer than anybody else, with perhaps the exception of a couple of engineers.

(Look for a profile on Miller in an early issue of SPONSOR.)

Chicago agencies are complaining about an irritating practice that they say doesn't better relations between their timebuyers and reps.

The nub of the plaint: spot of late has been rather slow on Michigan Avenue and reps in their haste to accelerate what business there is keep checking on the processing of the contracts to the point where the buyers can't settle down to consummating the transactions.

A growing tendency among the tv networks' flagship stations in New York: To cut off the promos in the middle of a sentence to make sure that the subsequent 20-second commercial and I.D. come out on time.

It's probably due to faulty timing by the promos' producers.

You'll find a difference of opinion among admen on what constitutes a "hot agency."

Some regard the word, "hot," as meaning an agency that's suddenly on the receiving end of a lot of new accounts, while others are inclined to apply the term to an agency that's lately piled up a success record on mass-marketed products.

By Any Yardstick

THE BIG ONE

Takes the *Measure*

ARB

PULSE

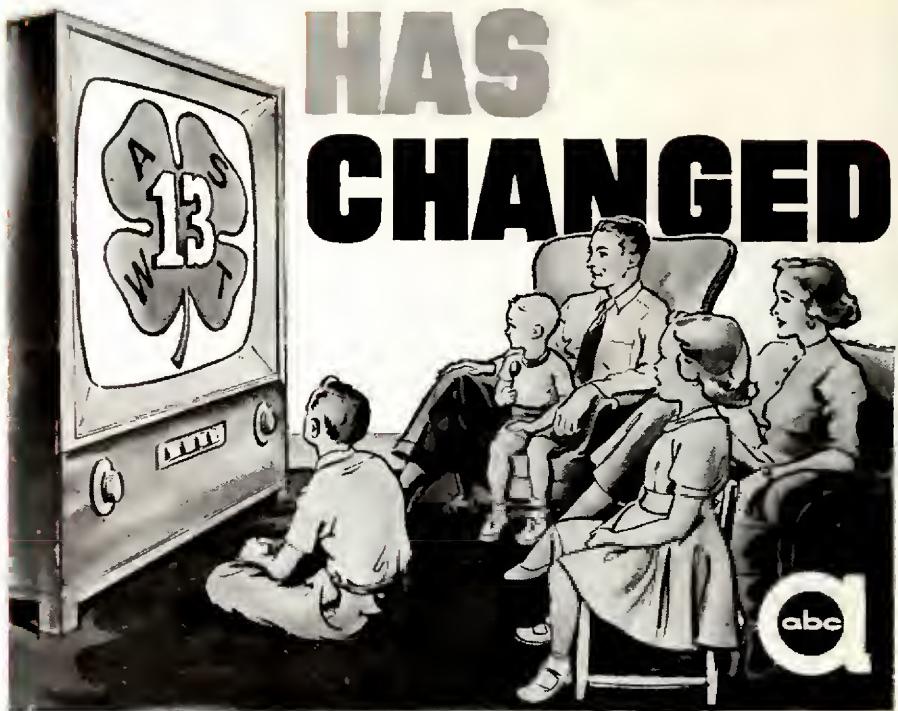
NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

THE PICTURE HAS CHANGED



in the important

ALBANY-SCHENECTADY-TROY MARKET!

WAST . . . Lucky Channel 13 . . . is the ONLY area TV station posting consistent and considerable day and nighttime audience gains.

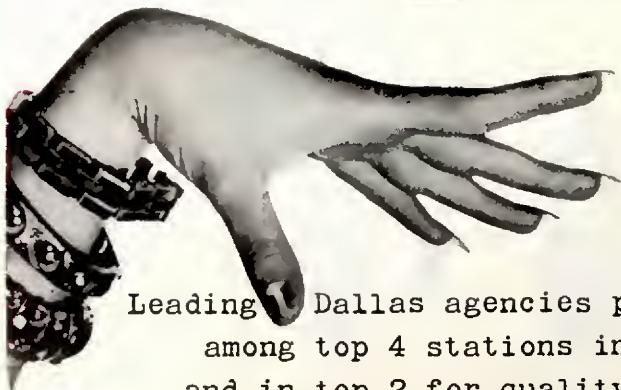
ARB, November '58 to March '60, WAST **UP 48.8%**

NSI average ratings, April '59 to March '60, 6 A.M.-6 P.M., WAST **UP 49%**

Saturday-Sunday 6 P.M.-Midnight WAST **UP 31.3%**

SELL Where People BUY

call your ~~ABC~~ H-R man



Leading Dallas agencies place **Kvil** among top 4 stations in total market and in top 2 for quality market!

SHIPMENTS

(Continued from page 50)

they'd check into that, too, to learn the secret of Raleigh's success.

The big agency and advertiser supplement this quarterly information with spot-checks from Nielsen Food Index or Drug Index and from other survey sources in an attempt to have an accurate, current profile of what is selling where. The smaller agency, representing smaller national advertisers or those with more limited budgets, is not able to afford or maintain such an elaborate check on sales or correlation of sales with advertising impressions and costs.

Admen stress the need for these more subtle marketing strategies and techniques. As one v.p. said: "I like to hear any well-considered station opinion, and if any station man can help me improve sales for my client I'm eternally grateful! What I do object to is some station men shooting off their mouths about a subject they know nothing about."

"There are times when markets are omitted or dropped off a list. But if a station man or a rep or anyone else can give us sound reasons why the market should be added we give close attention. In some cases we've added markets, but this is usually when market A had a slight edge over Market B and then we received new information which tipped the scales to B."

"We're by no means infallible. But the factor we watch closest and the one, I think, in which we have the least possible margin of error is that indicating where our sales are made. Stations are thus challenging agencies and advertisers on their strongest point!"

Stations, however, still make the strong point typified by this allegation from WWVA, Wheeling. From a presentation, "The Case of the Neglected Food Markets": "Sales of 6 WWVA market supermarkets credit to Pittsburgh. The retail food sales of these supermarkets, including A&P, Kroger and many others, are credited to Pittsburgh due to the fact that the buying of these stores is done in Pittsburgh. All of these food dollars are credited to Pittsburgh despite the fact that all of these supermarkets are located outside the effective influence of Pittsburgh advertising media."

It was March 10, 1876. It was Graham Bell's vision of transmitting sound by wire. Alexander Graham Bell's telephone was born.

WILDCON.COM/ENTER I WANT YOU.

your message, too ... straight to the heart and pocket-book of the consumer. Into every sound wave, Balaban packs attention-getting programming, outstanding personalities and S-A-L-E-S-M-A-N-S-H-I-P. Next time, get your message through with the Balaban Stations—couriers par excellence!

THE EXCELSIOR STATION / WRIT-MILWAUKEE
-ST. LOUIS / Sold Nation

Sold Nationally by the Katz Agency



The New York Philharmonic

Possibly there is no program anywhere on the air about which the audience feels more deeply than this one. The Philharmonic, under Leonard Bernstein, is in its 31st consecutive year on CBS Radio. The 31st year in which listeners hear what many believe to be the world's greatest orchestra. In all radio the New York Philharmonic is the kind of company you keep . . .

**ONLY
ON CBS
Radio**

LADY EXEC'S

(Continued from page 35)

woman's industry yet," Miss Barish told SPONSOR. "Both Grace and I worked hard for many years for our knowledge of the industry, and we realize that few women have had this opportunity."

Reed does the initial screening of new executive employees. Generally, both ladies found that men do not resent being interviewed, screened or decided upon by women, mainly because "the company is headed by a man, and he makes the final decision."

When not in the heat of the actual selling season, Miss Sullivan and Miss Barish screen new material, discuss sales, agency, and station trends and plan new sales campaigns. And of course there are always follow-up calls to be made in N.Y. as well as other top markets. "The sale isn't always over after the contract is signed," Miss Barish said. "Stations like to feel that sales people are really interested in how their shows are going, and in what the station may be looking for in the future in the way of renewals or new programming," Miss Sullivan agreed.

In addition to Official's five-minute shows, and hour-long *Playboy's Penthouse*, there are about 18 syndicated half hours in circulation.

Official began co-producing and financing the shorter, newsy programs because it found that many times stations kept the half hours on the shelf for lack of programming time. "We are now trying to produce things stations need and want. The shorts give them an extra program where time is tight," said Miss Barish.

Miss Sullivan is a high-spirited young woman with definite views on the industry. "Although other companies seem to be having a bad year, we are in profit for the first six months of 1960," she told SPONSOR. "This is due mainly to our new entries in the five-minute field." Although Official doesn't have a monopoly on short filler-type programs (there are about 14 in circulation) "we were the first with them and had to overcome a great deal of problems with stations, agencies etc," she said, "and we believe we've paved the way for other companies."

Official was the syndication originator of the five-minute format with

Almanac and *Greatest Headlines of the Century*. They also have a net one-minute show *Sportfolio*, a 5-minute cartoon kiddy show called *Anmaland* and a one-minute documentary called *Do You Remember*.

Here are some of Miss Sullivan's comments on current industry topics. On post-'48's: "At first, I wished we had some but they're so overly priced I don't know how well they'll sell in individual markets." On new optical time ruling: "We're delighted. Although it hasn't affected our sales yet, it gives syndicators much more of a chance." On programming: "We're bypassing new syndicated half hours this year, it's a cost business and the market is flooded."

Official is also looking forward to an increase in foreign sales of the short series. "For one thing, bei news-type programs, all that is generally required is voice-over," says Miss Sullivan. She also indicates that *Playboy's Penthouse* is enjoying great interest overseas, according to Mrs. Douglass, who has been affiliated with Official for 10 years.

In general Miss Sullivan and Miss Barish have no unique-to-women experiences. It was a little different in the beginning. Miss Barish calls a time in Toledo about four years ago when after concluding a station sale, she was driving her and "sort of looking the wrong way." She bumped into the car in front of hers and began to sob when eye the over-\$900 damages done to her own auto. The man in the hit was coincidentally from the station she had just visited. "To this day whenever I hit Toledo, he says, 'look here, the cry baby's back town.'"

When Miss Sullivan first started out in selling, she "did things showing up at calls minus my car but she managed to smooth out rough edges in a short time. She is still secretary of Official Films and has remained active in administrative affairs at the N.Y. office.

Miss Sullivan told SPONSOR Reed is currently on the West Coast negotiating for the co-production of a half-hour film series, geared to network sale early next year. She indicated that one national advertiser is interested in negotiating buying *Penthouse* on local market basis. She is also interested in buying the program it in a network slot.

PUBLIC SERVICE

(Continued from page 38)

New Orleans, gives four two-hour telecasts a year of its *Television Little Theatre* which uses local talent for scene design and construction, costuming, lighting, and acting.

WREX-TV, Rockford, attracts sponsors for its two annual broadcasts of graduation exercises at the city's two largest high schools. KRON-TV, San Francisco, had as host for its weekly half-hour series *Science in Action*, Dr. Clark Kerr, Chancellor of the University of California, assisted by faculty scientists, in demonstration of experiments and laboratory techniques.

In the "Children and Youth" category of local public service tv programs, WAFB, Baton Rouge, has participating sponsors for its *Buckin' Bill* series which is built around stories of the American West; WWJ-TV Detroit's *Quiz 'Em* is a current news and affairs quiz program with teams from local high schools competing; *Communism Looks at Youth* concerns Communist propaganda pertaining to the young people of the U. S. and has a panel of high school students on WPTA, Ft. Wayne; WMTV, Omaha, with *Playground Champions* presents a summer series in which various champs of local playground sports meet in all-city finals; *Zoorama* on KFMB-TV, San Diego, is a weekly broadcast from the San Diego Zoological Gardens; *Sports-o-rama* on KNDO-TV, Yakima, has local MCA and Little League representatives giving instruction in baseball, football, boxing, swimming and other sports.

Among the sponsored programs in the "Government and Politics" class, QTV, Fort Dodge, staged its own version of the *Great Debate* with local candidates discussing opposite sides of important community issues; WSAY-TV, Huntington, kept track on the area's senators and representatives in its *Man in Washington* series; KAKE-TV, Wichita, was one of several stations to give intensive local and sponsored political coverage with its three-hour *Election Party* specials.

"Safety and Law Enforcement" had a share of sponsored local public service programming. Among others, WDUB-TV, Lubbock, ran a weekly *Traffic Report of the Air*; KFEQ-TV, St. Joseph, had sponsors for its

Big Jim and His Deputies, a safety program directed to children.

"Farm and Conservation" programs with advertiser backing included *Mid-South Today* over WMCT, Memphis, which explained modern agricultural methods and equipment, *Best in Hunting—Best in Fishing*, over WTVW, Evansville, directed at sports enthusiasts and sponsored by a local sporting goods store; *Cotton John's Farm and Home Show* on KGNC-TV, Amarillo, which included school bands, choirs, soloists, and awards to young people's groups.

Programs dealing with "Health and Social Problems" ranged from *Divorce Court*, KTTV, Los Angeles, and *Youth Court*, KTLA, Los Angeles, to *To Live Tomorrow* on WTIC-TV, Hartford, a half-hour, one-time documentary about an open heart surgery case at the Hartford Hospital.

The "Organization, Activities, and Services" classification of the TIO study disclosed sponsored programs such as *Almanac* on KALB-TV, Alexandria, La., a kind of many-sided community calendar, *Today in Georgia*, a local homemaker, news entertainment program on WSB-TV, Atlanta, *Table Talk*, KGBT-TV, Arlington, Texas, a 25 minute Mon. through Fri. show featuring local celebrities, *Revue Francaise* over WMUR-TV, Manchester, N. H., for the French-speaking people of the area, and *Military Log* over WECT, Wilmington, N. C., which presented guests from many neighboring Army, Navy and Air Force bases.

Other sections of the TIO study "Interaction" such as "Practical Arts and Skills," "General Adult Education" and "Exploring New Program Areas," disclose equally interesting examples of local tv station creativity, and appreciative advertising backing.

Two months ago in Washington, Chairman Frederick W. Ford emphasized to SPONSOR what many both inside and outside the industry do not realize—that the FCC considers that sponsored public service counts equally with unsponsored in determining how well a station is living up to the "public interest, convenience and necessity" provisions of its license. Chairman Ford, and SPONSOR both hope to see a continued growth in advertiser-backed public relations programming on both the network and local level.



Garry Moore

Moore fun. That's just what happens every Monday-through-Friday when Garry and Durward Kirby blend their special brand of informality and wit. Millions of listeners find Garry Moore immediately and immensely likable. No wonder sponsors find any friend of Garry's is a friend of theirs! In all radio Garry Moore is the kind of company you keep

Only on CBS Radio

SPONSOR ASKS

(Continued from page 49)

dren's shows as well. That is the participation by children in projects initiated by the station. The participation can be by mail, as studio guests or through special promotions. But active participation we have found, has done more to increase interest in our kid's shows than any other thing that we have done.

We built a space ship in our WMTM-TV studio during the live segments of the children's show recently. Our chief engineer wrote a

list of engineering specifications for the design of the ship and we asked the children to become "consulting engineers" for the project. The response was far more than we ever anticipated. The children wrote in and amazed the staff with the examples of diligent research they had done at home. Their absorbent interest in the program was certainly displayed by the results they sent in and it was obvious that they had achieved a pride of accomplishment for their "consultant" work.

Careful attention must be given to

an understanding of this audience we're seeking. Tv is not only a medium of entertainment in the case of children's audiences. It is also an important educational tool which exerts a great and lasting influence on the viewers. If these factors are taken into consideration when programming for the children, tv can be a delightful medium through which they can be invited to participate in the adult world.

Wm. A. Riple, gen. mgr., Van Curter Broadcasting Corp., WAST, Albany, N. Y.

On September 14th, 1959, WAST went on the air with a program called *Breakfast With Mike*. The show was on from 7 to 9 a.m. and starred a young man dressed in a cowboy costume with a setting in and around his ranch, Sunrise Ranch by name.



*Less fairy
tale world
and more
realistic, enter-
taining infor-
mation*

**6 out of 10
copies of SPONSOR
go to advertisers
and agencies**

**The only publication edited 100%
for buyers of radio and television**

SPONSOR

Shortest distance between buyer and seller

The show, while film features are included, is basically a live show which capitalizes on being local. It was pinpointed at the six to 14-year-old age group. The opposition two stations carry the *Today* show on one hand and *Captain Kangaroo* and *Romper Room* on the other.

In June of this year *Ranger Mike* left his ranch house and moved into a modern setting. At that time he began wearing normal everyday clothes. There was no adverse effect whatsoever because he moved to town to bring newer and more special features to the audience.

The program has now become accepted "family" entertainment in this area. While it is primarily a children's show there are enough features included to find general interest among both teenagers and adults. For example, from 9 to 8:15, "Mike does a complete news, weather and sports roundup. This is the most complete locally presented news in the area during this general time period. The news is presented with special emphasis on visuals. Mike uses a large globe of the world to show graphically just where new events are taking place.

(Please turn to page 66)

Interview:

Fletcher Richards Jr.

Account Executive of Fletcher Richards, Calkins & Holden when
asked why he selects WLW Radio-TV stations
for U. S. Rubber Farm Boots:

"Our WLW advertising enabled U. S. Rubber Farm Boots to open
25 new dealerships in the WLW primary coverage area!"



"And this WLW campaign sparked dealers
into unprecedented enthusiasm and
cooperation in promotional tie-ins!"

"This first Radio attempt to sell these particular
U. S. Rubber Farm Boots was so successful that we'll be back
again and again on WLW with lots more advertising to boot!"

Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-1
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

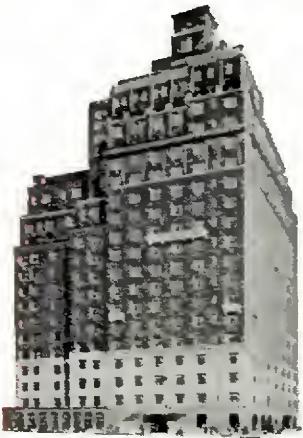


Crosley Broadcasting Corporation, a division of **Arco**

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations

MADISON AVENUE AT 52nd STREET



A Bigger and Better

Berkshire HOTEL

Just steps from anywhere...
now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1.138



SPONSOR ASKS:

(Continued from page 64)

A new innovation which we have just started is part of what may well be a trend, and that is the availability of children in the audience to actually take part in the show if not on the show. Mike gives away a "Prize A Day." All the children have to do to win is send their name in. The postcard is placed with others, in a huge cylinder, which Mike spins on the air and picks a daily winner.

At one time every children's show, going back to the Nila Mack "Let's Pretend" days, was all imagination. Today our children no longer dream of Buck Rogers type characters because these characters are virtually real, or soon will be. Therefore, we have found that an honest, realistic approach is a solid method of attraction. We combine this with heavily emphasizing the local approach. Mike gives school closings during winter storms, talks about a heavy fog so the kids should "warn Dad to leave a little earlier for work." He discusses places in the area of interest, historical and otherwise which the children can actually visit or already know.

In other words we are following a trend that goes away from the fairytale world of complete imagination and into the world of realistic, entertaining information. We attempt in every way possible to make the children feel as if they are a part of the show. We shoot local film of places and events that are either known to the children or that children have actually taken part in. We give them tips on how to improve their handwriting and point out how important this is to their marks in school. Most important of all, we don't talk down to them. We talk simply, but we talk directly.

I feel with the tremendous increases in knowledge that now rub off on even the smallest of children that a definite trend, if it hasn't developed yet, soon will. That trend is to provide intelligent entertainment on the children's own level, or even slightly higher. They are no longer awed by such once imaginary spheres and outer space, this is now part of the world in which they live and grow. They are interested in learning about it in an entertaining manner which they can understand.

JOHN'S

(Continued from page 33)

mention of the Soviet Premier by name, but the Russian-like gibberish followed by an interpreter's "translation" leave no doubt of who's supposed to be talking.

"I have seen your factories, I have seen your cities, but you were afraid to show me two things. You did not show me Disneyland, and you did not show me John's Bargain Stores," runs the speech. But, warns the vengeful foreigner's translated warning. "Give me five years and I will have Ivan's Bargain Stores all over my country."

John's has one e.t. used strictly for its frequent store openings. It centers around a carpenter, hammering away, trying to complete construction of the new store. Citizens keep bothering him to ask if the store is open yet. Finally, at his wit's end, he exclaims "Next guy that interrupts me I'm gonna smack with the hammer!" Sure enough, someone else does, and the carpenter lets him have it, only to discover that, "Oh my gosh, I hit the boss! Joe . . . Joe . . . I didn't know it was you! Joe . . . Joe . . . Sorry to me, Joe!"

A 20-second jingle leads off most of the commercials. Set to the tune of "Camptown Races," it runs:

Who shops at John's Bargain Stores?

You do; I do.

*Ladies, gents and kids get more
At John's Bargain Store.*

Shop and save today

The John's Bargain way.

*Everybody shops John's Bargain
Store*

*Where your money buys you
more.*

John's Bargain Stores, founded in 1927, is run by the Cohen family which managed its rise with little in the way of formal education. Harry Cohen, who started the chain, is in semi-retirement now, while most of the executive responsibility is handled by his three sons and daughter. Bill Cohen is president of the corporation and in charge of real estate operations. David Cohen serves as vice-president and treasurer, devoting much of his efforts to promoting harmonious employee relations. James Cohen is in charge of buying. Stella Tobin is merchandise expeditor. A nephew, Murry Cohen, heads up merchandising and advertising.

...decidedly Cleveland's #1* station



A spot announcement
on WHK is the only way
she can get through
to him now. For she's
not the only one
who's overboard.
He is, too—overboard
for Metropolitan's brand
of news, service and
showmanship which
finds WHK swimming
in listeners and
advertisers. Is your
product in competition-
infested waters? S.O.S.
Blair, or V. P. &
General Manager
Jack Thayer. Just
call EXpress 1-5000.

Cleveland
*A station
of the*
*Metropolitan Broadcasting
Corporation* **WHK**

FIRST THINGS FIRST: WHK

ADVERTISERS

NEWS & IDEA WRAP-UP

LOOKING BACKWARD are Mr. and Mrs. Flintstone making the rounds of Columbus, O. to promote new ABC TV show 'The Flintstones.' Mrs. (a professional model) and Mr. (local station prop boy) visited stores asking for such items as dinosaur steaks and whale oil



TOP DOG for University of Washington football team is Frosty Fowler (with net), KING, Seattle, d.j. who was named official dog chaser for team's home games. His job—keeping the gridiron clear of all dogs—is briefly interrupted to pose with school cheer leaders



FTC's Earl Kintner warned advertisers along with their agencies that by ignoring the law they were "digging their own grave."

Kintner said that most of the mounting complaints the commission's been getting related to the food business whose annual sales came to \$72 billion.

He noted: "it was inequitable to hit a few people (with enforcement), leaving others to go merrily on their way ignoring the law."

Eversharp Inc. and its agency, Compton, have agreed to an FTC consent order forbidding them to use deceptive pictorial demonstrations to sell Schick safety razors and blades.

The order specifies the advertiser must stop:

- Using demonstrations purporting to prove that the Schick razor is safer



SIXTH ANNUAL CONFERENCE of Advertising Research Foundation, brought together Frank Gromer (l), Foote, Cone & Belding; NBC's Hugh Beville, v.p. planning-research



PENNANT-HAPPY PITTSBURGH gives rise to poster offered by Kahn's meat products. Here Dick Groat (r), Pitts. Pirates, KDKA's Rege Cordic (l), Kahn's Luther Harford chat on station's nightly baseball broadcast

than other safety razors, in actual use, when such proof is not in fact given.

- Disparaging competitive razors by untruthful statements or misleading or deceptive methods.
- Misrepresenting consequences that may result from the actual use of competitive razors.

Top August Spots: ARB's August 1960 report of best-liked TV commercials reports Hamm's beer in front with Johnson's Baby Powder and Piel's Beer second and third respectively. Also in top positions were such newcomers or returnees as Raid (6th) U.S. Steel (9th) Ballantine (16th) and Stag Beer (also 16th).

Campaigns: Quaker City Chocolate Co. (Adrian Bauer & Alan Ripp) to promote Good & Plenty with extensive tv spots . . . Lite-Diet white bread (Mogul Williams & Sawyer) 3-month drive using 162 radio stations, 33 tv stations and 200 news-

papers . . . John Oster Manufacturing Co. (Reiner Co.) for housewares line, using extensive radio and tv spot in over 50 markets . . . Elgin National Watch Co. (JWT) has bought participations in NBC-TV's Today and Jack Paar Shows in pre-holiday push. Also for Elgin on NBC will be hour-long Dave's Place special starring Garroway.

Drug Sales Up: U.S. annual drug and proprietary story sales passed the \$7 billion mark in 1959 and gained 6.8% in the first half of 1960 over the like period 1959. Source: Nielsen's Review of Drug Store Trends.

AGENCIES

D'Arcy acquired Armstrong, Fenton & Vinson, San Diego agency.

D'Arcy is now the only large national agency with a branch in San Diego.

Based in San Diego are D'Arcy's Convair (div. of General Dynamics Corp.) account, recently moved from Lennen & Newell. The agency now has 11 offices.

Agency appointments: Lever Bros. new liquid household cleanser, Reward to J. Walter Thompson . . . Braniff International Airways to Cunningham & Walsh . . . DCA Food Industries to Kastor, Hilton, Chesley, Clifford & Atherton for DCA ice cream division . . . Contessa Di Roma to Yardis Adv. . . . Habbersett Bros. food products to Mid American . . . Sorensin Sprats (sardines) to Ben B. Bliss Co. . . . Mag Powr Games Inc. to Richard T. Clarke Co., San Francisco . . . White King Products to Donahue & Co., Los Angeles, for White King Jet Starch and White King Soft 'N Fluff . . . Rent-A-Car Services Corp. to Gourfain-Loeff, Chicago . . . Pasquale's Foods Inc., to Perry-Brown Inc., Cincinnati.



SAN DIEGO RADIO COUNCIL seminar on 'Radio in the '60's' join (l-r) Dwight Reed, H-R Reps; Ben Holmes, v.p. Petry; Robert Eastman, Robert E. Eastman, Inc.; Marion Harris, pres. KGB; Pete Goodwin, Sears, Roebuck; Marion Benson, Phillips Ramsey; George Whitney, v.p.-gen. mgr. KFMB-AM-FM & TV; George Dietrich, western adv. mgr., SPONSOR; Jack Keiner, mgr. KFMB



KISSIN' KAR was object of feminine affection at recent Las Vegas Community Fair, when NO placed it in station's booth, d.j. Don son (l) urged visitors to kiss it. Following week, the car (a '54 Mercury) was won by gal who guessed number of kisses on it, and—kisses and all—it's making local rounds.

Name change: Revill J. Fox & Co., Denver, has been changed to Fox & Chenoweth.

They were named v.p.'s: Clayton G. Going and Charles P. Murphy, BBDO . . . W. Watts Biggers, Dancer-Fitzgerald-Sample . . . Perry Schofield, v.p. for creative service at Friend-Reiss Adv., New York . . . John Boesel, A. C. Nielsen's Broadcast Div.

Anniversary party: Kudner celebrated its 25th year with a dinner-dance in New York, with 300 employees and their spouses attending.

Admen on the move: Paul J. Greenfield from marketing director, Simoniz Co., to Edward H. Weiss, Chicago, as v.p. and Purex account supervisor . . . Samuel B. Vitt, from associate media director to media director, DCSS . . . John Wilson Bereh from Transfilm-Caravel, to v.p. in charge of special services, communications, field, Robert C. Durham Associates . . . James C. Shelby from tv/radio director, Joseph Katz Co., to tv/radio account supervisor, Campbell-Ewald, Detroit . . . Harvey M. LaTerre from NBC to OBM, as media supervisor . . . Stanley Kohlberg, from account executive, L. W. Frohlich to account and marketing executive, Smith/Greenland . . . Marian Crutcher from creative group supervisor, Grey, and Mary Hardin from Clinton E. Frank, to Compton Advertising, Chicago, as copy group heads . . . Maynard Greenberg from market research manager, Marplan, N.Y.C., to Campbell-Mithun, Minneapolis, as creative research supervisor.

TV STATIONS

Coffee and tea companies spent more in tv in the first half of 1960 than in any similar period previously and the bulk of it was in spot.

The coffee and tea total in tv was \$27.2 million from January-to-June, of which \$21.0 million was spot, according to TvB-Rorabaugh, and \$6.2 million was network, as reported by TvB/LNA-BAR.

The domination of spot over network was paralleled by coffee's eclips-

ing of tea. Total coffee spending was \$21.8 million and tea accounted for \$5.4 million.

Leading coffee and tea spenders on tv were General Foods' Maxwell House, Sanka and Yuban, \$9.3 million; Standard Brands' Chase and Sanborn, \$2.2 million; J. A. Folger, \$2.1 million; Lever Bros.' Lipton, \$2.0 million, and Standard Brands' Tenderleaf, \$1.1 million.

Programs: The first systematic attempt to provide information to stations on what other broadcasters are doing to produce local public affairs shows has been summed up in *Interaction*, a book published by the TIO. The work studies 1,038 programs produced by 264 stations in 162 cities between January 1959 and June 1960.

Topics covered in the book include community affairs, literature and the arts, schools and education, science and technology, children, government and politics, safety and law, farm, health, religion, and other subjects. Copies of the book are gratis in TIO's trade distribution and \$3 to others from TIO, 666 Fifth Avenue, New York 19, N. Y.

A helping hand: It's not all hard and cynical in the world of commercial television. One educational television station, WHYY-TV and FM, Philadelphia was devastated by a fire recently. The following day NBC o&o WRCV-TV and AM donated facilities and Bell Telephone installed emergency microwave equipment from the NBC building to the WHYY transmitter. The WRCV-WHYY "marriage" began 5 October and was expected to last two weeks.

More on programs: This week WOR-TV, New York, begins regular color telecasting on its *Million Dollar Movie*. First attraction is *Rodan*, a Japanese science fiction import . . . A repeat telecast of a documentary on the naval carrier Enterprise was provided by WVEC-TV, Norfolk-Hampton, Va., at the request of Fifth Naval District officers.

Next of kin: Credit WCAX-TV, Burlington, Vermont, and its regional news program, *Newstime*, with carrying out a century-old instruction for the property of a dead Civil War soldier. A New Testament found in

the hands of a Vermont soldier was to be sent to his family, but it did not reach a descendant until last month when the story came out on *Newstime*. Mrs. Clifford W. Hanson of Starkboro, a direct descendant of Sgt. Charles W. Ross, received the New Testament; she donated it to the Vermont Historical Society.

Tune-in ads for tv spots: Helena Rubinstein purchased a 670-line insertion on the society page of The New York Times on 30 September to call attention to a *Coverinse* tv spot to be seen at 11:15 p.m. that night on Channel 2. The tv spot was the first commercial seen on WCBS-TV that evening on *The Late Show*, which starts at 11:15. The headline of the ad read, "Tonight at 11:15, Channel 2, Helena Rubinstein will change Barbara Kelly's hair from 'salt and pepper' gray to brown with new Color Lift *Coverinse*." The station believes the tune-in ad for a 60-second tv spot is without precedent. The advertisement was prepared by Ogilvy, Benson & Mather. The ad also contained a reference to other telecasts of the tv spot on WCBS-TV's Early Show and on WNEW-TV's Five Star Movie.

Ideas: WJZ-TV, Baltimore, dispatches a hostess to board a transit bus each morning to pay the fare of all riders and to inform them that they are the guests of its *Bandwagon Bus*. The station uses transit advertising on 50 buses throughout the city . . . WJRT, Flint, hired a Chinese laundryman to do 20-second promotions entirely in Chinese for *Hon Kong*, a new ABC TV series.

Promos: WNDU-TV, South Bend sent a float through the downtown part of the city on a moon rock theme to call attention to the 1961 Studebaker Lark models . . . The Oregon State Bar's first tv award eve presented went to KGW-TV, Portland, for its *World Court in Action* telecast . . . WSJS-TV, Winston-Salem, N. C., salutes each of 13 cities in its telecast area weekly with promotions including a barrage of ten parachutes . . . WTRF-TV, Wheeling, W. Va., promoted new NBC TV programs with floats entered in the Liberty State Teacher College Homecoming Parade.



YOU MAY NEVER WRITE A \$35 MILLION MUSICAL* —

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
June 6-July 3, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon thru Fri.				
7:30 a.m.-Noon	80	10	89%	11%
Noon-6 p.m.	70	50	58%	42%
Sun. thru Sat.				
6 p.m.-9 p.m.	79	5	93%	7%
9 p.m.-Sign off	76	8	81%	19%

BUT... WKZO-TV's Popularity
In Kalamazoo-Grand Rapids
Will Be Music To Your Ears!

The latest facts about Kalamazoo and Grand Rapids are that, according to Television Magazine, each is among the 55 fastest-growing markets in population and households.

WKZO-TV is your most effective selling medium in this important market—delivers far more viewers than any other station. (See NSI box.)

Keep pace with the growth in Kalamazoo and Grand Rapids on WKZO-TV. And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule!

*10 million people have paid a record \$35 million to see the Rodgers and Hammerstein musical, "Oklahoma."



The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOUN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Also about people: **Donna Butler** to KTVU, San Francisco-Oakland, as assistant audience promotion director . . . **Michael James** is new assistant to the sales promotion director there . . . **Glenn W. Maehl** promoted to local sales manager of the station . . . **Thomas B. Shull**, director of film operations, Storer Broadcasting, elected chairman of the U.S. Broadcasters Committee on World Affairs.

RADIO STATIONS

Almost two-thirds of all radio stations broadcast editorials, but only one out of eight do so with any regularity.

The latest NAB survey discovered that **61.8** per cent of all radio stations air editorials, but only **12.2** editorialize regularly while **49.6** per cent editorialize occasionally.

The same NAB study, the third part of a general radio news survey, came up with these other discoveries:

- **Editorializing is on the increase**, but only top management or news chiefs perform the function.

- Regular editorializers usually broadcast an opinion on only **one day**, while occasional editorializers generally **repeat** each editorial.

- Most stations look for the opposite viewpoint as well: 80 per cent try to find it actively, 15 per cent offer time if it is sought, and only one per cent don't seek other viewpoints.

The survey was conducted under **Richard M. Allerton**, NAB's research director.

A Philadelphia station is the butt of self-styled humor in a campaign to sell men's clothes.

Station WIP's audience games and contest are the take-off point for satires on lucky dollar bills, special days, and phone contests.

Beneficiary of the humor is **Krass Brothers** clothes; campaign was created by **Martin Master Agency**.

The quality Radio Group met in New York last week for a clinic on sales and sales promotion.

Speakers included Richard Jones, J. Walter Thompson media v.p.; Thomas B. Adams, Campbell-Ewald president; Ward L. Quall, v.p. and general manager of WGN, Chicago; Frank Gaither, general manager of

WSB, Atlanta; Gustav Brandborg, v.p. and general manager, KVOO, Tulsa; William M. McCormick, president, Yankee Network; Bob Cooper, general manager, WSM, Nashville; Harold Simpson, timebuyer, Wm. Esty; John K. Frazier, director of sales promotion and merchandising, Crosley Broadcasting; David E. Partridge, national advertising and sales promotion manager, Westinghouse Broadcasting, and Dr. Mark Munn, manager of research, WGN, Chicago.

Those present at the first session included Lee Morris, WSB, Atlanta; Pete Kettler, Storer Broadcasting, Miami; William D. Wagner, WHO; Ralph Evans, WHO; Robert D. Harter, WHO; William Wiseman, WOW, Omaha; Paul B. Marion, WBT, Charlotte; Perry B. Bascom, Westinghouse Broadcasting; J. J. "Chick" Kelly, Storer Broadcasting, Miami; Harold B. Barre, WRVA, Richmond; John B. Tansey, WRVA; Edward H. Benedict, Triangle Stations; Bill Tucker, KIRO, Seattle; Lionel Baxter, Storer Broadcasting, Miami; Bernie Neary, WGBS, Miami; Scott McLean, WLW; Charlie Gates, WGN, Chicago; John L. Vath, WWL; William E. Rine, Storer Broadcasting, Miami; Worth Kramer, WJR, Detroit; Maurice E. McMurray, Storer Broadcasting, Miami, and Ott Devine, WSM.

Affiliations: Sherwood R. Gordon good music stations in two cities will join the Mutual Radio Network on 30 October. They are: **KQBY**, San Francisco, and **KBUZ**, Phoenix.

Incidentally, there is an application currently before the FCC for KQBY to raise its power output from 10 kw to 50 kw.

New York's Spanish audience: A study released by **WWRL**, New York, prepared by **Audience Analysts, Inc.** of Bala-Cynwyd, Pa., outlined the size and importance of New York's Spanish-speaking radio audience.

There are 1,028,000 Spanish-speaking people in New York and they average 8.4 hours a day as radio listeners, more than twice as much as New York's overall 3.5 hours a day average.

The average Spanish-speaking home has **two radios and 21 per cent have three receivers**.

Although individual income is below average, family income is good since families are large, 4.8 persons on the average, 2 or more of whom are employed in 42.5 per cent of the families.

Favorite listening reported in the survey was novels and stories, music, and news, and listeners asked for more of all three of those program types.

Listeners tuned regularly to 19 different radio stations, but these had the greatest loyalty as reported: **WWRL, 84.9** per cent; **WHOM, 76.3** per cent; **WBNX, 29.0** per cent; **WINS** and **WMGM, 14.3** per cent each, and **WNEW, 11.6** per cent.

Kudos: **KMHT**, Marshall, Texas received a citizenship award from VFW Post 3969. The award was presented by **Reverend Ed Haffner** to station manager **H. A. Bridge, Jr.** . . . Rep. **Oren Harris** (Democrat, Arkansas), Chairman of the House Committee on Legislative Oversight will be the keynote speaker at the 9th annual national country music festival presented by **WSM**, Nashville on 4 and 5 November. Harris, whose committee placed the word "payola" in the national vocabulary, will appear at events sponsored by the station. Other events in the country music festival are sponsored by Dot Records, RCA Victor, Warner Bros., Columbia Records, and Capitol Records . . . **Chuck Arnold**, broadcast personality of **WISN**, Milwaukee, received a special citation from the Disabled American Veterans presented by national commander William Friblev . . . **KMTV**, Omaha, celebrates its 11th birthday.

Negro news coverage: **WOAK**, Atlanta, has expanded its coverage of local and national Negro news. Local coverage is provided by **Burke Johnson**, **Paul E. Z. Brown**, and **Ned Ludens**. In addition, a thousand church and special items are received and used each week. National and world news are provided by International Negro News Service and UPI.

WNAC, Boston, has revamped its program schedule throughout the day.

There's greater emphasis on community service, news in depth and music with a hi-fi sound.



WeeReBeL says: I'm climbing into the TOP "100"

- NEW!

1293 ft. tower blankets Georgia's second largest market*! More than twice the height of former tower!

- NEW!

Total Grade "B" Audience increase of over 72%. Now more than 193,000 television homes in 55 Georgia and Alabama counties!

- NEW!

Ampex Videotape facilities, both live studio and on-location remote equipment.

- RENEWED!

Georgia's second largest market—the Columbus Metropolitan Area with the highest per-family income in the state.

- RENEWED!

Established prestige of continuous seven year dominance in ratings, homes delivered, public service and lowest CPM.

- RENEWED!

The same "personal" service from management, along with balanced programming, client contact and community trust!

*1293' above average terrain

Jim Woodruff, Jr., Pres. & Gen. Mgr.
George "Red" Jenkins, Dir. of Nat'l Sales

COLUMBUS, GEORGIA
WRBL-TV CBS
Channel ..

3



Represented by George P. Hollingbery Company

®

News will run 15 minutes every hour on the hour from 6 a.m. through 11 p.m.

People on the move: Donald F. Sailors from national sales manager, KIOA, Des Moines, to v.p. and sales manager, WING, Dayton, Ohio . . . Edward R. Rooney from Cincinnati and Suburban Bell Telephone Co. to account executive, WKRC, Cincinnati . . . Dorothy Wall from continuity director to publicity director, WHAM, Rochester, N. Y. . . . Sheldon Engel to KVIX, Phoenix, Arizona, as general manager.

FM

The QXR fm network has changed a couple of affiliations:

The newcomers: WDAS-FM Philadelphia, being substituted for WFIL-FM, and WCCC-FM Hartford, will be substituted for WNHC-FM New Haven. WKOP-FM Binghamton, N. Y., has joined the network and WKIP-FM Poughkeepsie has been added.

New Florida outlet: WYAK (fm) Sarasota made its air debut Oct. 15. WYAK is owned and operated by Multitone Music Inc., 1373 5th St., Sarasota.

NETWORKS

NBC TV to promote the value of repetition has put together some excerpts from more or less recent studies on audience recognition of ad slogans.

These findings, as you'll recall covered gasoline (Texaco), automobiles, toiletries (Pond's) tv sets, white goods and various household products.

The main thesis: the identification quotient of the occasional viewer is generally double-fold the non-viewer and the frequent viewer's at least twice as high as the occasional viewer's.

The data documentation is to be found in the NBC Research Bulletin #212 (G-R-TV).

Political convention sponsors dominated list of leading network tv advertisers in July 1960, according to TvB-LNAR.

Westinghouse Electric Corp., which sponsored complete coverage on CBS-TV, led in gross time billings with \$5,831,551.

Companies sponsoring portions of the other networks' coverage included Lever Bros., Mutual Benefit Health & Accident Assn., Brown & Williamson, Bristol-Myers, Cowles Magazines, B. F. Goodrich and RCA.

Promotion ideas: ABC sent out to editors last week promotions on behalf of two of its programs. These were:

- An abacus, to check out election night results against the Remington Rand Univac which the network will have in use. The Univac will project trends and results of the presidential and key congressional races, supplementing the network's nationwide coverage of election returns.

- Genuine flint stones "chips from tools made by ancient man" on behalf of the network's new animated half-hour series The Flintstones which debuted 30 Sept.

Network notes: CBS pres. Dr. Frank Stanton has announced his forthcoming book, as yet untitled, will be published in 1961 by Alfred A. Knopf. Long range significances of advances in broadcast journalism including the current presidential debates, will be assessed in the book, as well as the role of electronic journalism in a free society during crises . . . National Academy of TV Arts & Sciences has signed a new agreement with NBC for the rights to the annual Emmy Awards Telecast through 1965. Under the new pact ATAS will receive \$1.1 million for the rights for the next five years. The agreement goes into effect immediately and supersedes the contract which was to have run through 1962.

Net tv sales: The National Committees of the Democrat (Guild, Bascom & Bonfigli) and Republican parties (Campaign Associates) to sponsor 5-minute paid political messages on behalf of their respective presidential and vice presidential candidates on ABC-TV during daytime schedule . . . Timex (Doner) will sponsor NBC-TV's White Papers, hour-long public affairs specials, the first of which is set for Nov. 29, 10-11 p.m. The network was reportedly asking \$575,000,

time and programs, for half of the six specials.

New affiliations: KOY Phoenix will become ABC Radio's exclusive affiliate for that city 30 October. The station is currently an MBS as well as ABC outlet, but will gradually release its contractual arrangement with Mutual during this month . . . KRAK Sacramento became a Mutual affiliate last week.

FILM

Tv commercials producers have give top priority to diversification moves which would plunge them into the thick of program production and distribution as a second area of business activity

As the latest case in point, Fred Niles Productions of Chicago, is growing as a producer and distributor of syndicated programs. This is in addition to Niles commercials activities.

Latest show to be distributed by Niles is *Ed Allen Time*, a morning exercise show originating on WWJ-TV, Detroit, and already carried on WSPT-TV, Toledo; WJW-TV, Cleveland, and WIT, Milwaukee.

Niles is also distributing *Light Time* for the National Lutheran Council and has feature motion picture rights to the current Hillary expedition in the Himalayas.

Sales: ITC's *Best of the Post* to P Lorillard (L&N) and Bristol-Myers Clairol and Sal Hepatica (FC&B) . . . WABC-TV, New York; also to Associated Investors on WISH-TV, Indianapolis; Binyon Optometrists (M Cann-Erickson) in Spokane; KFB-TV, Great Falls; Fairway Foods . . . WDAM-TV, Fargo and KCMT, Alexandria; Progresso Foods on WHEN-TV, Syracuse; KYTV, Springfield Mo.; KTVA, Anchorage; KTFV Fairbanks, and WKJG-TV, Ft. Wayne . . . Lopert Pictures' *Latest 62* package sold in color (26 of the titles to WGR-TV, Buffalo; WFIL-TV, Philadelphia; WCKT, Miami; KRCA-TV, Los Angeles; WAVY-TV, Norfolk; KPLR-TV, St. Louis; WNBF-TV, Buffalo; KFRE-TV, Fresno; WFBG-TV, Altoona; WLYH-TV, Lebanon; WWL-TV, New Orleans, and WWLP, Springfield . . . Ziv-UA'

HITCH YOUR SELLING TO AIR MEDIA BASICS AND WATCH YOUR SPOT ZOOM

1960 AIR MEDIA BASICS \$2.00

REPRINTS

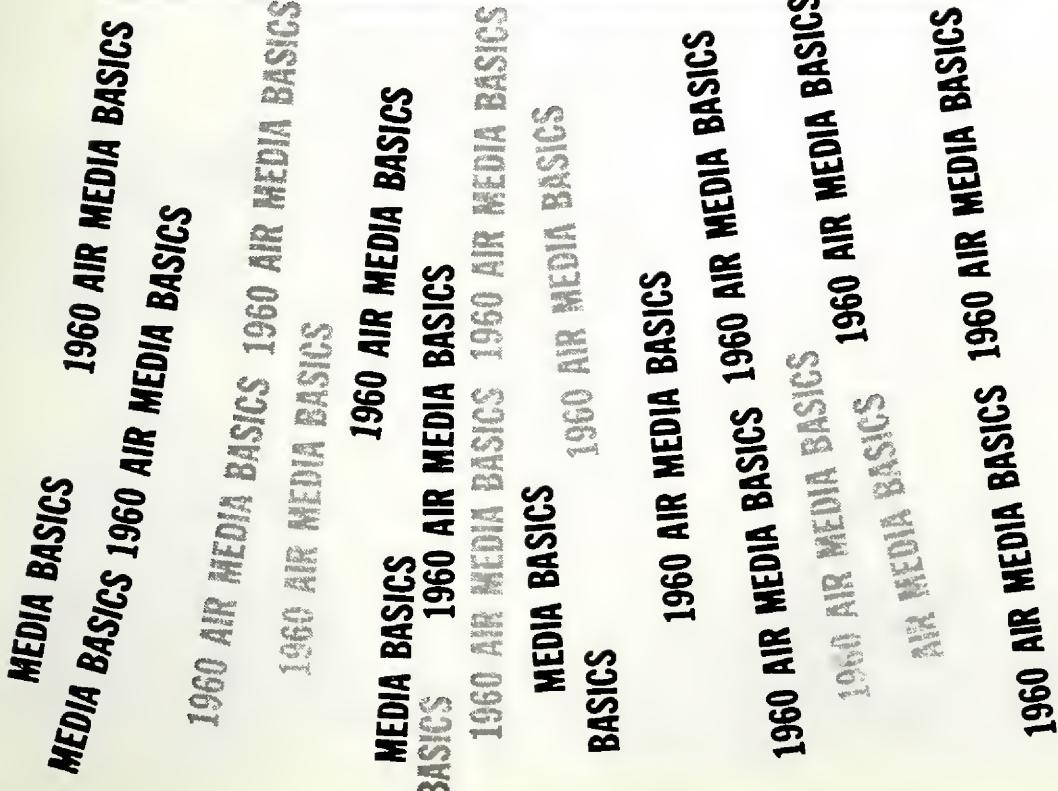
TIMEBUYING BASICS
TELEVISION BASICS
RADIO BASICS, FM BASICS

<i>1 to 10</i>	<i>40 cents each</i>
<i>10 to 50</i>	<i>30 cents each</i>
<i>50 to 100</i>	<i>25 cents each</i>
<i>100 to 500</i>	<i>20 cents each</i>
<i>500 or more</i>	<i>15 cents each</i>

To Readers' Service, SPONSOR, 40 E. 49th Street, N. Y. 17
Please send me the following:

'60 AIR MEDIA BASICS ISSUE
 TIMEBUYING BASICS
 TELEVISION BASICS
 RADIO BASICS, FM BASICS

NAME _____
FIRM _____
ADDRESS _____



Case of the Dangerous Robin to First National Bank (Wendt Adv.) and Pet Milk on KFB-TV, Great Falls; Wilshire Oil and Thompson-Sauske Ford on KEYT, Santa Barbara; Gay Johnson's Auto Service on KREX-TV, Grand Junction; J. M. Fields Department Store (Arnold & Co.) on WTIC-TV, Hartford; Carling Brewing (Harold Cahot) on WCAX-TV, Burlington; Miller Tire Sales on KOA-TV, Denver, and Tennessee York Co. on WLAC-TV, Nashville; also, to stations KNTV, Sacramento; WDEF-TV, Chattanooga; KMIS-TV, Missoula; KOLD-TV, Tucson; KRGV-TV, Weslaco-Harlingen-Brownsville; WJRT, Flint; KOOK-TV, Billings; WDAU-TV, Scranton; KALB-TV, Alexandria, and KPLC-TV, Lake Charles.

Programs and producers: A news-film manual on technique, said to be the first of its kind, has been written by Leo Willette of WLOS-TV, Greenville-Asheville-Spartanburg. Title is "So You're Gonna Shoot News-Film." Distribution is through Radio-Television News Directors Association (RTNDA).

Commercials: Robert Lawrence, addressing the Fourth Annual Industrial & Audio-Visual Exhibition at the Trade Show Building in New York, again urged that producers take a more active role in the creation of tv commercials . . . Mauri H. Goldberg to Robert Lawrence Produc-

tions as senior producer and director . . . Robert M. Rehnbock to Wesley Associates as radio/tv production supervisor . . . Hollywood Advertising Club searching for best commercials produced anywhere in the world in 1960 for consideration for awards to be presented during Advertising Week, 5-11 February 1961.

Strictly personnel: Robert Hoffman named Seven Arts midwest manager . . . Norman C. (Buck) Long will be western sales manager of Seven Arts Associated . . . James A. Jurist to CNP as business affairs director . . . Herbert G. Richek appointed operations and services director of Seven Arts, Lester S. Tobias appointed special feature sales director, and George Mitchell named southwest division manager . . . Ed Aaronoff appointed advertising, publicity and promotion director for MCA.

PUBLIC SERVICE

Radio and tv stations across the country continue to hop with vigor and increasing number on the "debate" bandwagon.

Couple new cases, in point:

- **KTSF**, El Paso, which featured a 32-hour "partython," in which candidates for regional, state and local offices debated and discussed issues and listeners got their inning by phoning in their questions and reactions.

- **WOWO**, Ft. Wayne, hired a theater and got permission to use a high school auditorium, brought together Congressional candidates for debate, invited the public and broadcast the proceedings.

Crash coverage: WHDH-AM-TV triggered coverage of the 4 Oct. Eastern Airlines disaster minutes after the 72-passenger Electra plunged into Boston Harbor. Both stations also had first films and taped on-the-spot interviews with survivors, as well as rescue attempts. WHDH-TV interrupted regular programs 20 times to present bulletins and film clips.

Advertiser Interest in Public Service: John Karol, vice president & director of special projects, CBS TV sales, pointed out this month there has been an increase of 210

sponsored quarter-hours of informational programs on the three networks within the last three years. In 1957-58, 357 of these quarter-hours were sponsored; in 1958-1959, 475, and in 1959-60, 569.

Public service here & there
WSEN Baldwinsville, N. Y., has inaugurated a school bus safety feature. Each schoolday, actual location of school buses are broadcast, warning motorists about the need for caution in these areas. A Syracuse brake repair service sponsors the feature . . . **WRCV-TV**, **WFIL-TV** and **WCAU** all Philadelphia, pre-empted local and network time last week to broadcast in-school programs of educational station **WHYY-TV** following a 5-alarm fire which put the educational station out of use . . . **WHIC** Pittsburgh has made a \$2,000 cash grant to the area's educational tv station **WQEI** for purchasing of sound-proofing material for **WOED**'s studios . . . **WFIL-TV**'s University of the Air series will be presented on Westinghouse Broadcasting Co.'s five tv outlets this fall . . . WBC's Lab 30 is already being carried by all Triangle tv stations.

KUDOS: **WCCO** TV Minneapolis-St. Paul news department has been named winner of the radio-tv news directors associations top national award for "reporting of a community problem for 1960" . . . **WCHS-TV** Portland, Me., has received the American Heart Association's 1960 Howard W. Blakeslee award for outstanding tv reporting on heart and circulatory diseases.

TRADE DATES

The TvB's 1960 annual meeting will be held in New York 15-1 November at the Waldorf-Astoria.

A new TvB presentation *The Press of Discontent* will be shown in the hotel's grand ballroom the last day of the meeting.

The TvB board gets together on the first day and the Sales Advisory Committee the next day.

The Maryland-D. C. Broadcast Association is set to meet Friday 11 November in Washington.

The date and agenda was set at meeting of the regional group's directors last week.

ATTENTION MR. STATION MANAGER

IF YOU NEED A top-rated Disc Jockey with lively modern radio sound. Three years strong air personality plus solid Radio-Tv background over ten-year span. Family man with B.B.A. in Advertising—Excellent sales story from Station Rep.

Box #102

Write to SPONSOR

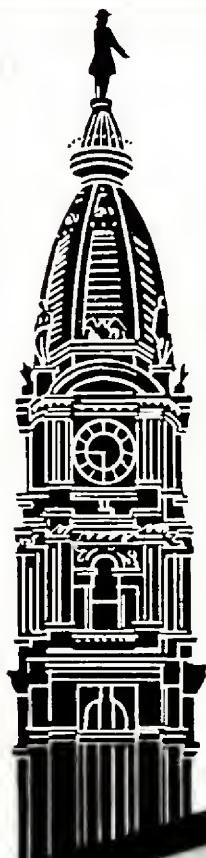
40 E. 49th St.,

New York 17, N. Y.

INFLUENTIAL IN PHILADELPHIA



WIBG



WIBGLAND



PHILADELPHIA

Leader in Quantity, Quality and Business Establishments Audience ... Leader in news, and new ideas in Community Service: Latest Pulse & Hooper Total Rated Time Periods.

Another Great Storer Station Represented by the Katz Agency, Inc.

IN GREENVILLE— S. C.'s 1st MARKET

WFBC
LEADS

- IN PERSONNEL

LARGEST STAFF IN
GREENVILLE

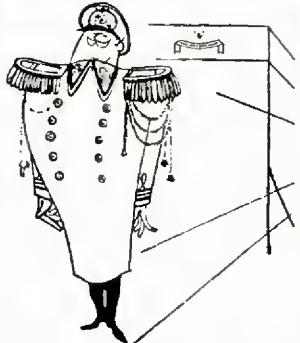
Ask us or
AVERY-KNODEL

for the facts about our leadership

WFBC

5,000 WATTS — 19 HOURS DAILY
GREENVILLE, S. C.

Offered with WORD, Spartanburg,
S. C., as the PIEDMONT GROUP
AFFILIATED WITH WFBC-TV



INTRODUCING THE NEW **DRYDEN-EAST** HOTEL

39th St., East of Lexington Ave.

NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
OREgon 9-3900

Tv and radio NEWSMAKERS



Ben Park has been appointed executive producer, program development for Westinghouse Broadcasting. A writer, director and film producer, Park was formerly program chief for the NBC network in Chicago. Later, he was director of public affairs for NBC in New York City. Earlier this year he directed and produced the science series *Lab 30* for NBC. A former president of Mills-Park-Milford, Park has taught television production at Columbia U. and has won numerous production awards.

John F. Falcetta has been appointed director of the Bolling Company's newly established promotion and publicity department. Bolling's new department head will handle national sales promotion, publicity, as well as related services for all Bolling stations. Falcetta comes to Bolling from H-R Television Representatives, where, for the past four years, he was assistant director of promotion. Previously, he was with Commercial Solvents Corp., Peoria; earlier, he was a salesman for national magazines.



Dave Nathan, Curtis Advertising radio and tv director, has been named president of C. F. Productions, Inc., a newly formed company created to syndicate and service the *Carlton Fredericks* program and other radio and tv productions. He will continue his present association with Curtis. A former vice president of House of Thomas, Inc., Nathan was also director of radio and television at Lewis Advertising, Newark, N. J. He began his advertising-broadcasting career as a radio salesman for WVNJ, Newark.

Kurt Blumberg has been appointed vice president in charge of sales for Robert Lawrence Productions in New York and Hollywood. He comes to his present position from United Artists-Television, Inc. where he was manager of sales and operations. Previously he was vice president in charge of sales and coordination for Television Programs of America, and earlier, assistant to the vice president of sales for Ziv Television Programs. Blumberg holds a B.A. from Princeton, is a W.W. II Navy veteran.





...and
there are
those
who
will swim



TO THE FIFTH ANNUAL CONVENTION

BROADCASTERS' **P**ROMOTION **A**SOCIATION

• SHERATON CHARLES HOTEL
NOVEMBER 14-15-16 • NEW ORLEANS, LA.

The seller's viewpoint

There is, of course, no formula for "good" radio programing. But there are some guideposts that can be useful to the operator of a radio station. Some of these guideposts were outlined recently by Stephan B. Labunski, vice president and general manager of WMCA, New York, in a speech before the Advertising Club of Birmingham, Ala. The core of this speech is reproduced below. In it, Labunski warns both up-to-date and conservative broadcasters not to underestimate the competition, but to do well what each does best.



WHAT MAKES 'GOOD' RADIO PROGRAMING?

Why is radio's business image so often mixed? Let's look at some possible reasons. Radio men spend too much time harpooning each other's accounts and not nearly enough time examining and criticizing their own performance. There are plenty of unsold clients waiting to be called on. There's more than one good station in every major market. And there's more than one good way to run a radio station.

The 50,000-watt powerhouse which has been slipping in the last few years had better quit knocking that 250-watter for "all that rock 'n' roll music" it plays to get those embarrassingly big ratings and concentrate on improving its services to listeners in those things it does best. And that cocky independent which thinks it has a pat formula that will last forever better not laugh at the CBS "gray lady" down the street just because networks aren't what they used to be.

What's a great new "formula" today may be a loser tomorrow. Only broadcasters who are willing to look objectively at the challenges and the opportunities will continue to be successful. And that's good. Nothing regulates like competition—good competition, I mean.

Maybe some problems arise because radio broadcasters have not always clearly understood what the proper function of a radio station ought to be. Is it an advertising vehicle or is it an instrument of communication? An advertising vehicle has, as its sole and legitimate purpose, to sell—products, services, sometimes ideas—to its prospects. An instrument of communication, on the other hand, has as its purpose to inform, entertain and stimulate.

This is not to say that advertising is unimportant, or that it easily and automatically follows effective communication. But it does follow—as a second step in the process of making a successful business out of an instrument of communication. It's the difference between a shopping

guide, which is purely an advertising vehicle, and a newspaper which serves a large and influential readership with news and editorials, and as one of the results, carries a great deal of advertising. It's the difference between a billboard—purely an advertising vehicle—and a good radio station, which ought to be an instrument of communication which also happens to carry advertising.

It shouldn't take the FCC to tell us how and why to run radio stations the way they should be run. It should be perfectly clear that responsible broadcasting involves seeking out the interests, needs and tastes of the listening audience, then programing a service of entertainment, information and advertising which attempts to meet those needs. You have to go beyond the usual efforts to ascertain what those tastes, needs and interests are.

Ratings are good in retrospect. They tell you something about how you're doing. But that's not enough. It's a good idea to get together with businessmen, community leaders, educators, religious leaders and others and ask them what they think about your radio station. Don't expect savvy advice on the latest hit records, but you may find out that they have some useful, at least *indicative* criticisms and suggestions worth your consideration.

When you've done all that, remember that operating in the "public interest" suggests doing things which "interest the public." Think in terms of your listeners. Stay objective. Forget your private tastes, those of your wife and your advertisers, and the members of your country club set. Program to the general public. Entertain them, enlighten them, stimulate them to thought and to action. And with it all, under careful control, sell them soap, sell them new cars, encourage them to buy new and better homes, get them to try a new way to shave. But keep the instrument of communication strong, healthy, solvent and above all independent; the salesmanship will take care of itself.

"The Giant" HAS THE UNITED STATES'

41

ST*
TV
MARKET

**GREENVILLE, SPARTANBURG
and ASHEVILLE...**

and it's 7th* in the Southeast
larger than Nashville, Raleigh-Durham,
Jacksonville, Mobile or Jackson



*According to
Television Magazine,
March 1960

For any "1st 10" markets
in the Southeast, or for any
"1st 50" markets in the U.S....you'll want "The Giant of Southern Skies"

Write, wire or phone the Station
or AVERY-KNODEL, INC. for rates,
availabilities and assistance.



Represented Nationally by AVERY-KNODEL, INC.

SPONSOR SPEAKS

Congratulations to Marlboro

The sponsorship last week on CBS TV of the hour-long documentary *The Year of the Polaris* by Marlboro Cigarettes was a heartening development in tv programing.

As Roger Greene, v.p. in charge of advertising at Philip Morris Inc. pointed out, it marked "the first time that a low-cost, nationally used consumer product ever has presented such an ambitious program in the public interest."

This season there has been a gratifying increase in the number of far-sighted sponsors who are supporting tv's public service offerings (see SPONSOR, 25 July 1960—"The New \$25 Million Tv Trend").

But it makes us particularly happy to know that such sponsorship is not limited to "corporate image building" but is being extended to include brand participation in public service as well.

Our congratulations to Philip Morris Inc. and to the Leo Burnett Co., agency for Marlboro, for a fine example of "good tv citizenship."

Meanwhile, back at the local level

Meanwhile, at the community level of tv programing there has been a parallel and equally exciting growth of advertiser interest in public affairs programing.

The article on page 38 of this issue carries the names of 160 local sponsor-supported tv programs which appear in the new TIO brochure "Interaction." And the TIO study covers only programs that were on the air before April of this year.

Reports reaching SPONSOR in recent months indicate even more intensive local station activity in the public affairs area and a stepped-up participation in these programs by local and regional advertisers.

Corinthian Broadcasting, which sold out its locally oriented coverage of the Republican and Democratic Conventions, is reportedly readying other program offerings of this type. And many independent stations have been flooding us with announcements of new public service programs and new public service sponsors.

All in all, it is a very healthy trend, and one which we applaud vigorously.

10-SECOND SPOTS

Philatel-phaddle: Chet Huntley said that with the continuous procession of heads of state on television screens, tv was beginning to look like a stamp collection.

Station break: Two models were assigned to the concourse of Grand Central Station in N. Y. by the *Ladies Home Journal* (BBDO), their mission to pass out doughnuts and hors d'oeuvres to advertising men. *McCall's* counter-attacked by distributing hero sandwiches (6" thick, 18" long) to the secretaries of 83 media men. BBDO battle instructions to its models read: "You should know the advertising men by their attaché cases and their generally brisk appearance." And their secretaries? See those fat girls who always seem to be chewing?

Shhhhhh, Milton: The man who once owned Tuesday night, Milton Berle, let the secret out last week. When asked his opinion of tv ratings he answered—"I only believed in them when I was No. 1."

J. Edgar Homer: The Baltimore Orioles of the American League have called in two F.B.I. men to train their scouts in how to investigate prospective players. Jim McLaughlin, Oriole farm chief said, "When you spend many thousands of dollars to sign a boy, you want to know all you can about him before it's too late." And he defects to the Moscow Red Sox with the second baseman.

Our leader: Hy Gardner complained that the only leader not attending the UN session in New York was Frank Sinatra.

think, Think, THINK: When WBKB, Channel 7 in Chicago, announced that David Susskind's discussion show *Open End* would be carried every Saturday midnight, it quoted an old review by Ben Gross of the N. Y. *Daily News*. Gross said the show was "amusing, civilized, sometimes infuriating, but always interesting talk. It's a geritol for tired minds."

Psst!... Call Hollingbery

... for a Sure* Winner in the

"KEENELAND RACE
COURSE FALL MEET
OCTOBER 8th THRU
22nd."

Blue Grass



* Sure, most of us know there's no such thing as a "sure thing." But radio's leading handicappers . . . The Pulse and Hooper . . . have rated WVLK FIRST since 1952. Backing any other entry in this market is strictly a long-shot.

WVLK CBS 5,000 Watts
MIGHTY 590

THE HORTON-KINCAID STATIONS

Home office: Top of the Phoenix Hotel,
Lexington, Kentucky



WHEELING-BELLAIR



FRANKFORT



ASHLAND-HUNTINGTON



BORED...

with your
Advertising
Results?

Try
KISN

with **36.8%**
of the Audience in
GREATER PORTLAND*

PULSE
AUGUST 1960

28.3
OVERALL

*JULY-AUGUST, 1960, HOOPER

Seattle Rep. Felt is Dove Dever Cannon, Inc.

DYNAMIC
RADIO IN
DYNAMIC
MARKETS

KISN - Portland
AVERY-KNODEL
KOTL - Omaha
AVERY-KNODEL
KICM - Denver
ADAM YOUNG

the Star stations
DON W. BURDEN — President